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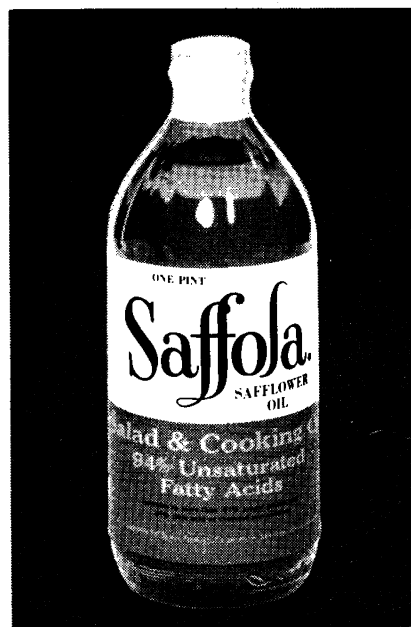
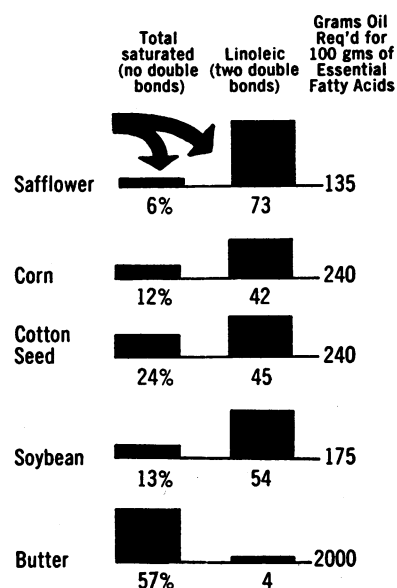
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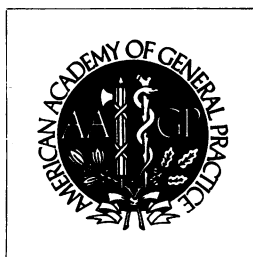
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**References:** 1. Graham, W.: *Canad. M. A. J.* 79:634 (Oct. 15) 1958. 2. Robins, H. M.; Lockie, L. M.; Norcross, B.; Latona, S., and Riordan, D. J.: *Am. Pract. Digest Treat.* 8:1758, 1957. 3. Kuzell, W. C.; Schaffarzick, R. W.; Naugler, W. E., and Champlin, B. M.: *New England J. Med.* 256:388, 1957.

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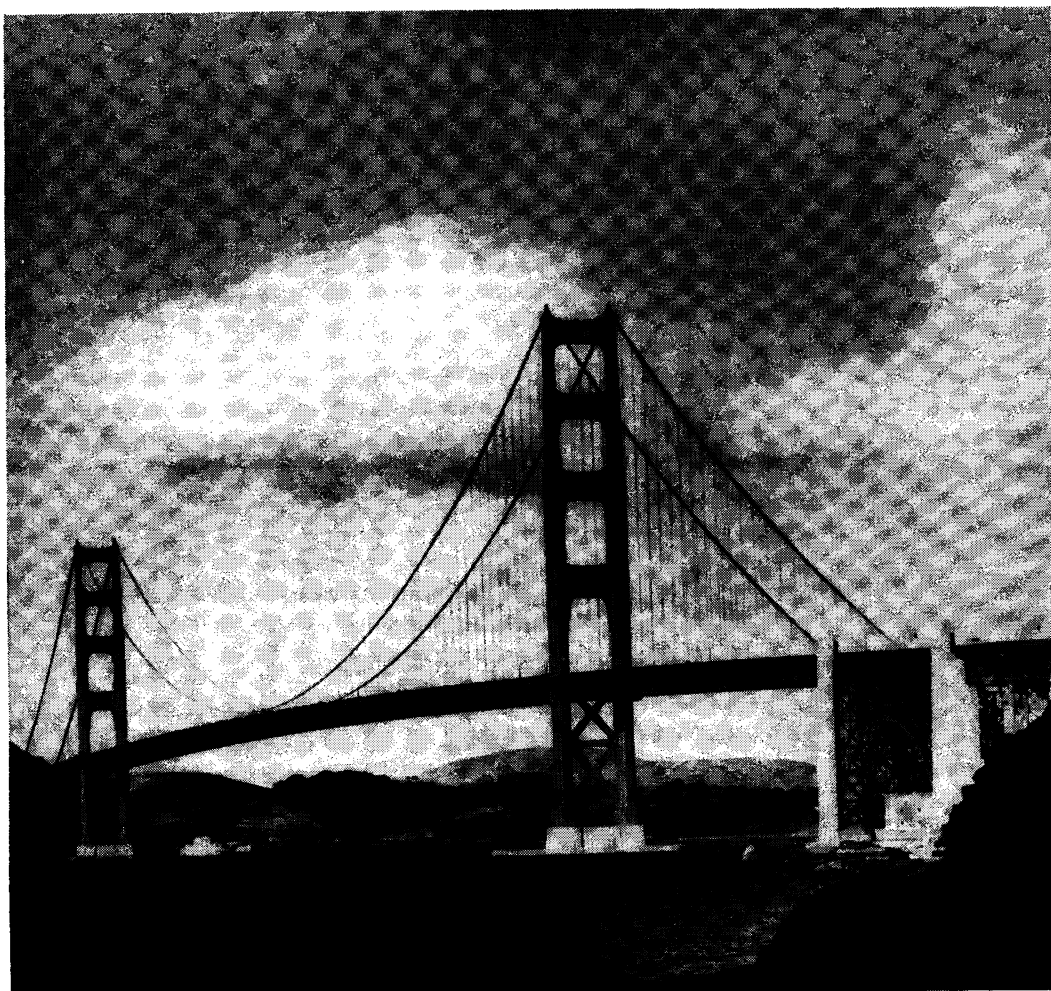
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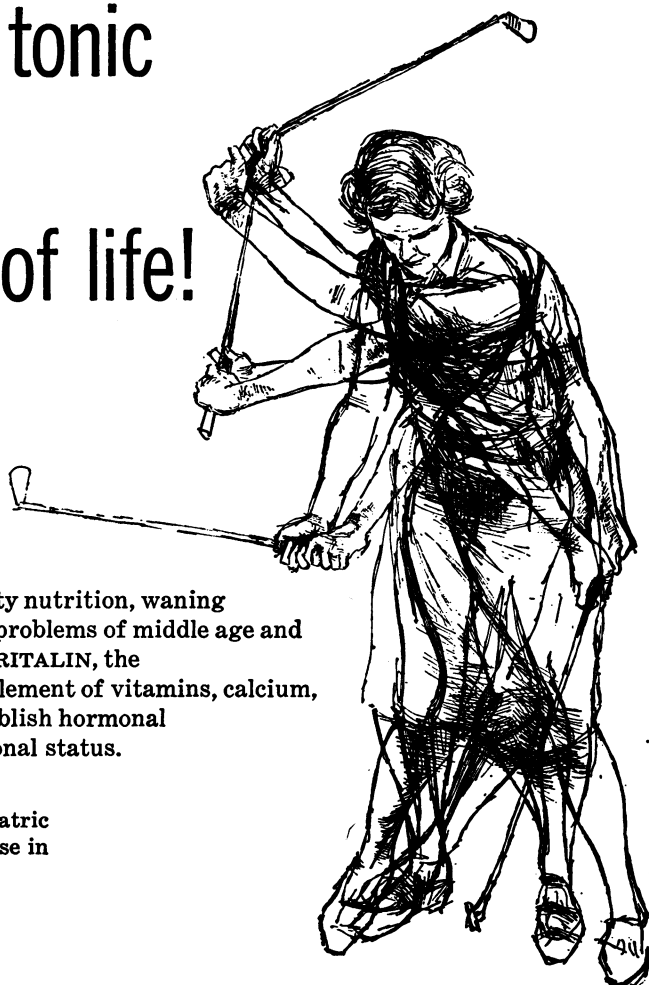
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**References:** 1. Natenshon, A. L.: J. Am. Geriatrics Soc. 6:534 (July) 1958.  
2. Bachrach, S.: To be published.

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References: 1. Buckwalter, F. H. and Cronk, G. A.: Antibiotic Med. & Clin. Ther. 5:46-51 (Jan.) 1958. 2. Osol, A., and Farrar, G. E., Jr., eds.: The Dispensatory of the United States of America. 25th Edition, Philadelphia, J. B. Lippincott Co., 1955, p. 1881. 3. Council on Pharmacy and Chemistry. J.A.M.A. 161:971 (July 7) 1956.

# MUST

when cough

be prevented

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**References:** 1. M. Fishbein, *Postgrad. Med.*, 12:380, 1952. 2. D. Savage, *Lancet*, 1:420, 1956. 3. B. T. Fein, *J. Allergy*, 29:209, 1958. 4. A. Kerr, Jr. and V. J. Derbes, *Ann. Int. Med.*, 39:1240, 1953. 5. J. Rosenberg and A. G. Davidson, *New York J. Med.*, 54:2488, 1954. 6. W. S. McCann, R. A. Bruce, F. W. Lovejoy, Jr., P. N. G. Yu, R. Pearson, E. B. Emerson, G. Engel and J. J. Kelly, *Arch. Int. Med.*, 84:845, 1949. 7. N. Ralph, *Am. J. M. Sc.* 227:297, 1954. 8. *New and Nonofficial Drugs 1958*, Philadelphia, J. B. Lippincott Co., 1958, p. 309. 9. H. A. Bickerman, E. German, B. M. Cohen and S. E. Itkin, *Am. J. M. Sc.* 234:191, 1957.

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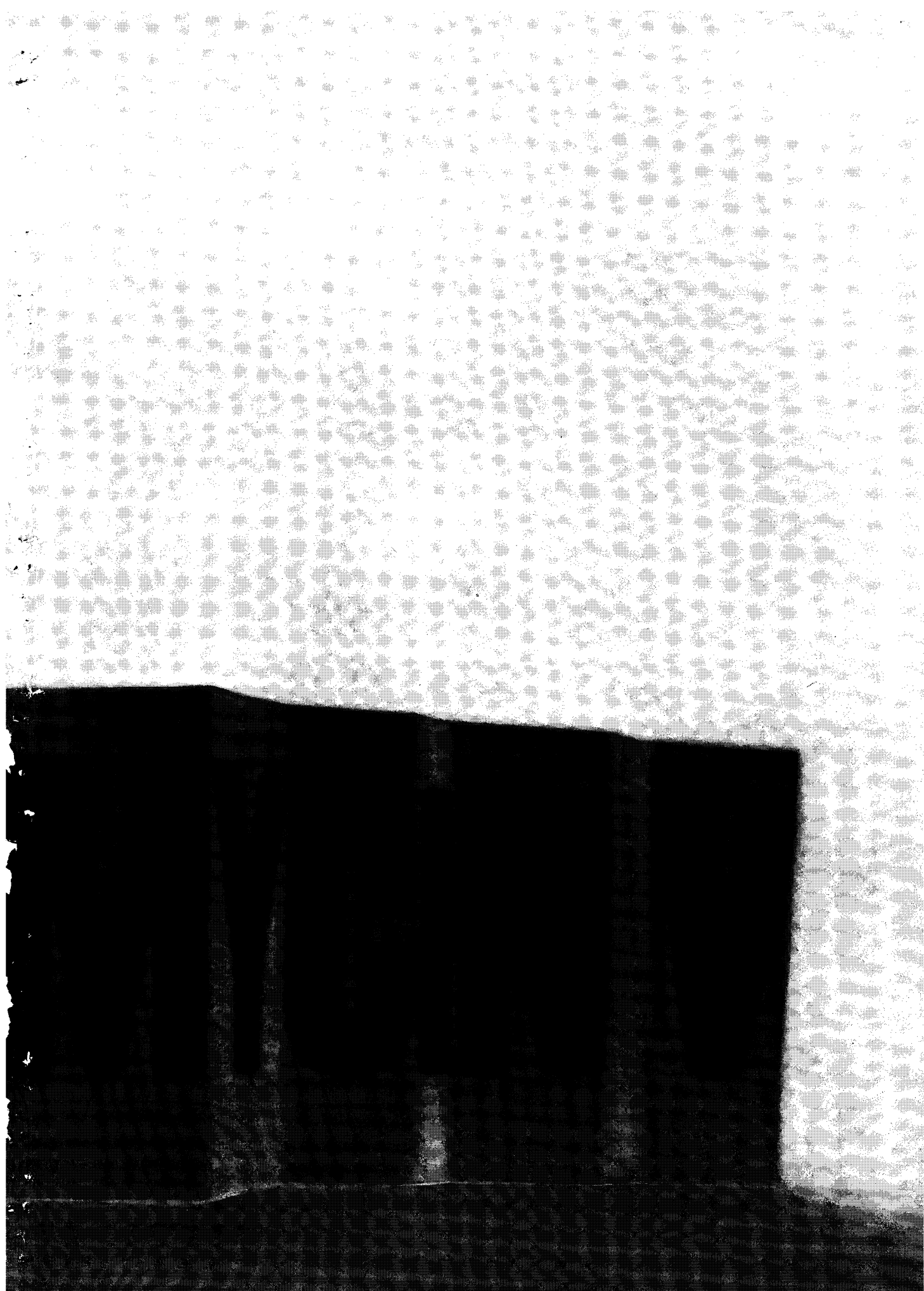


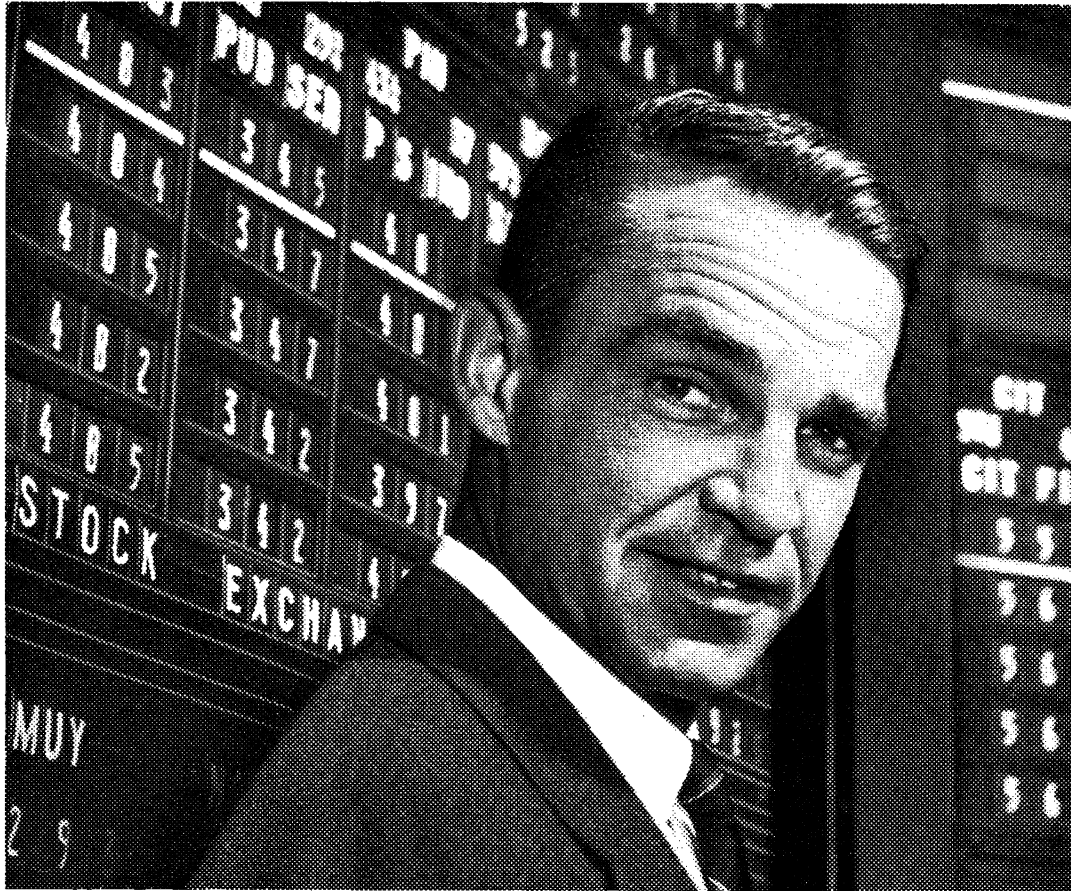
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AN EXPRESSION OF CONFIDENCE in your therapeutic ability may be expected when you prescribe Pyribenzamine Expectorant for cough in children. A combination of 3 active agents, Pyribenzamine Expectorant with Ephedrine relieves congestion, makes breathing easier, promotes productive expectoration. And the cherry flavor is usually quite acceptable to pediatric tastes.

**DOSAGE:**  $\frac{1}{2}$  to 1 teaspoon every 3 or 4 hours.

**SUPPLIED:** Expectorant with Ephedrine, containing 30 mg. Pyribenzamine citrate 10 mg. ephedrine sulfate and 80 mg. ammonium chloride per 4-ml. teaspoon.

**ALSO AVAILABLE:** Pyribenzamine Expectorant with Codeine and Ephedrine, same formula plus 8 mg. codeine phosphate (exempt narcotic).

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in over three years of clinical use  
in over 600 clinical studies

*Specific*  
FOR RELIEF OF ANXIETY  
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Does not interfere with autonomic function  
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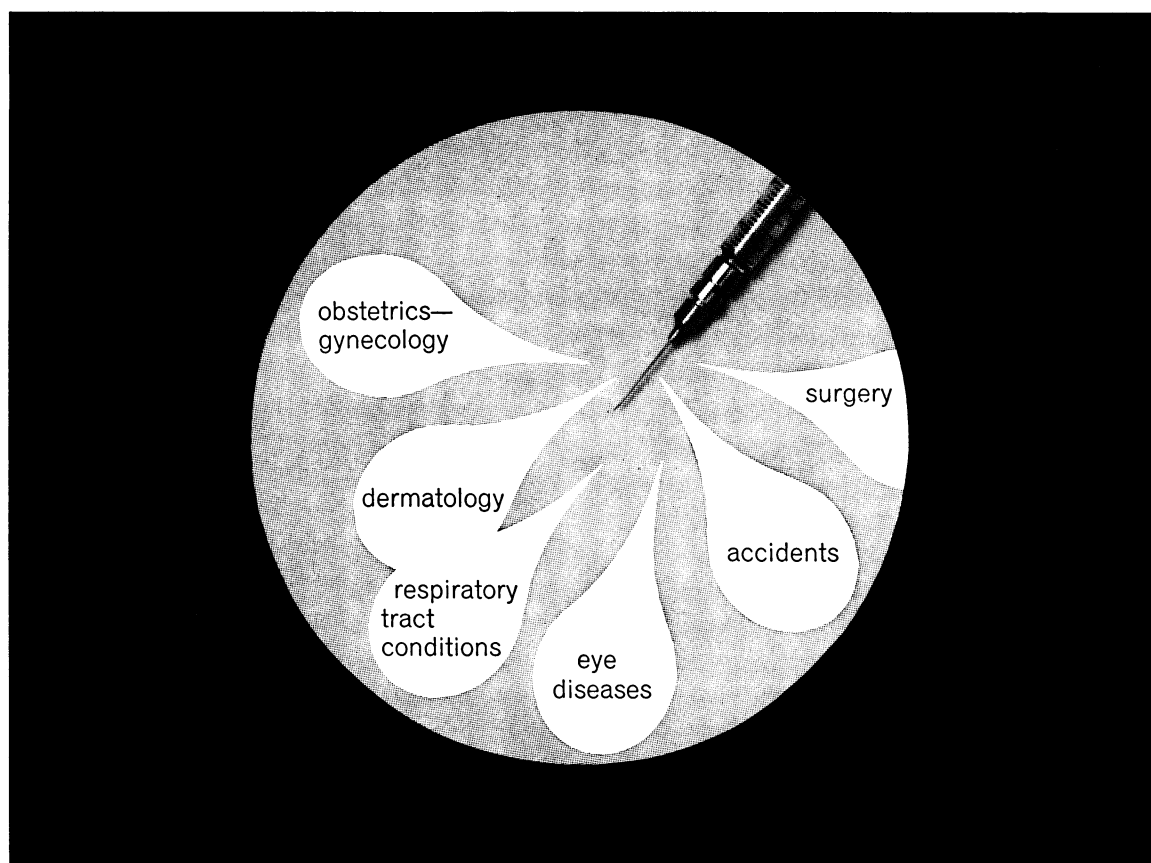
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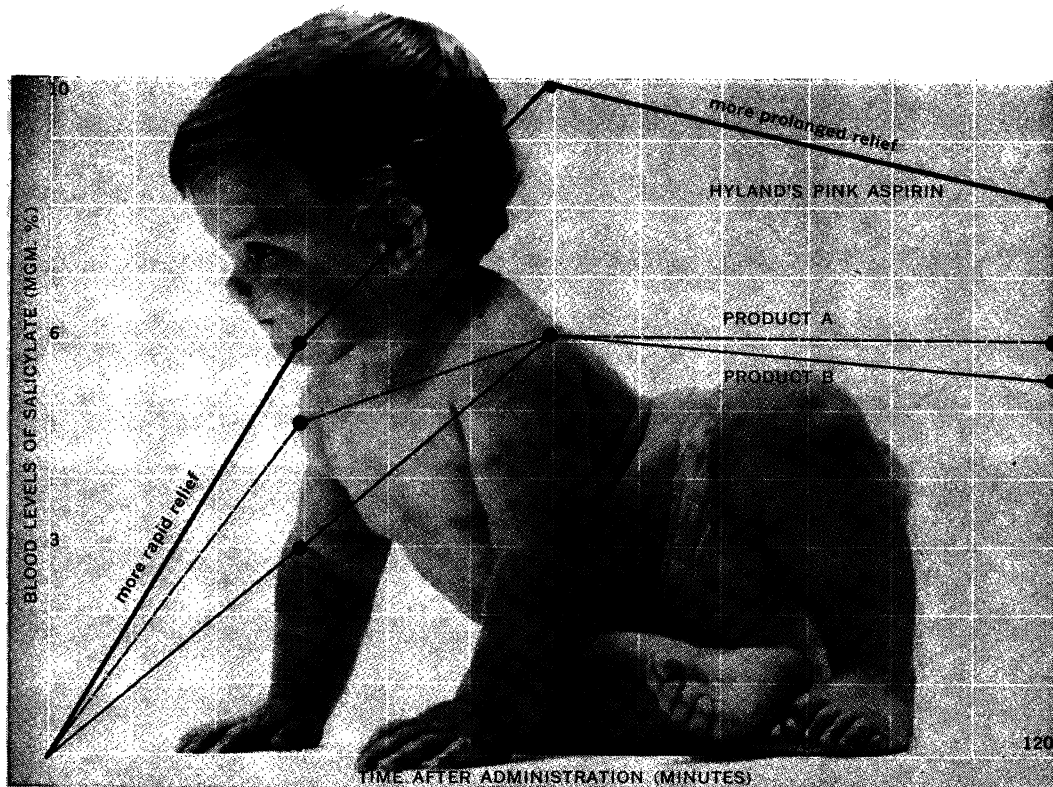
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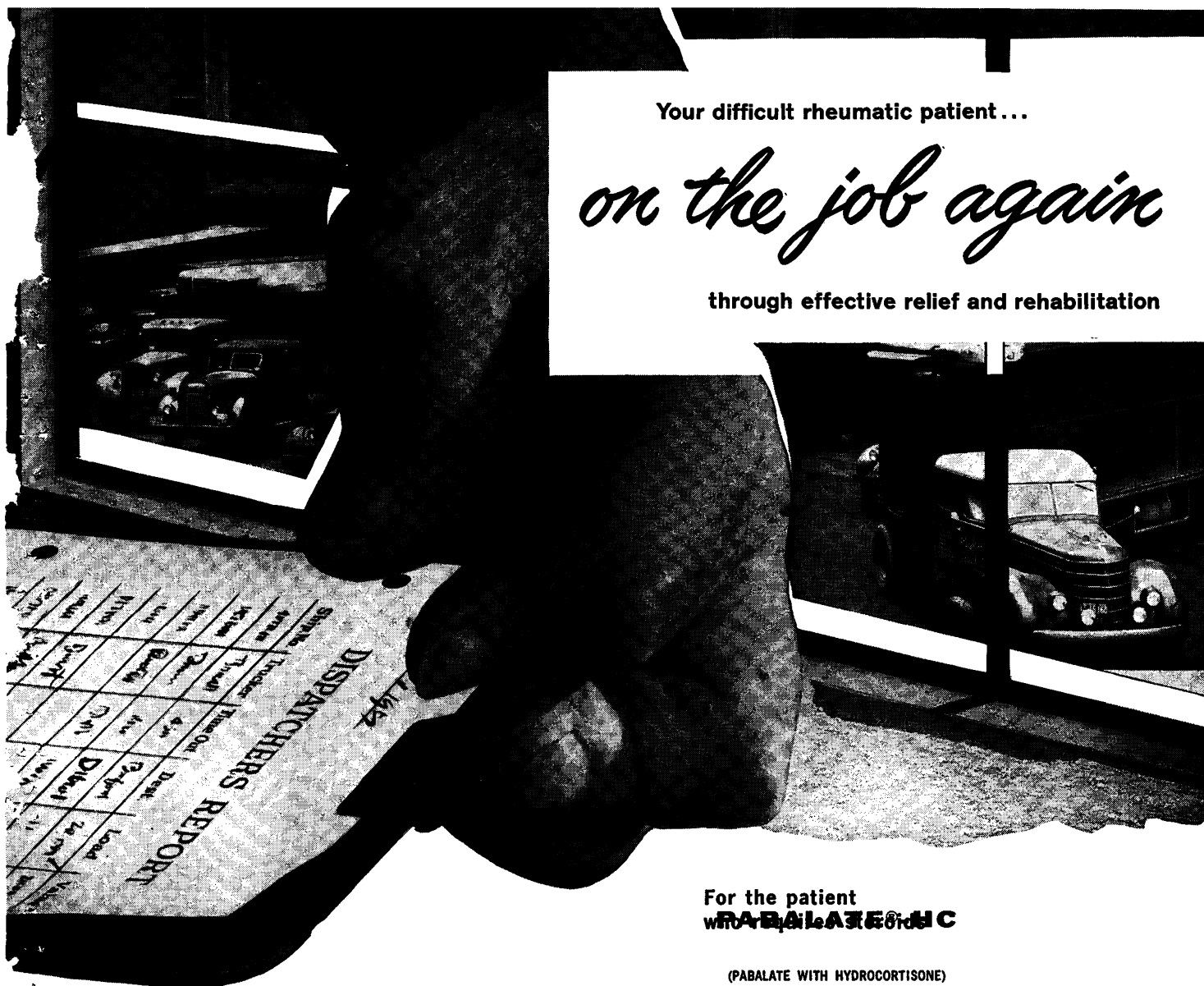


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glucosamine-potentiated tetracycline  
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**capsules ■ oral suspension ■ pediatric drops**

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raspberry flavored,  
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5 mg. per drop (100 mg.  
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Composition: 2 parts glucosamine-potentiated tetracycline (Cosa-Tetracyclin) and 1 part triacetyloleandomycin

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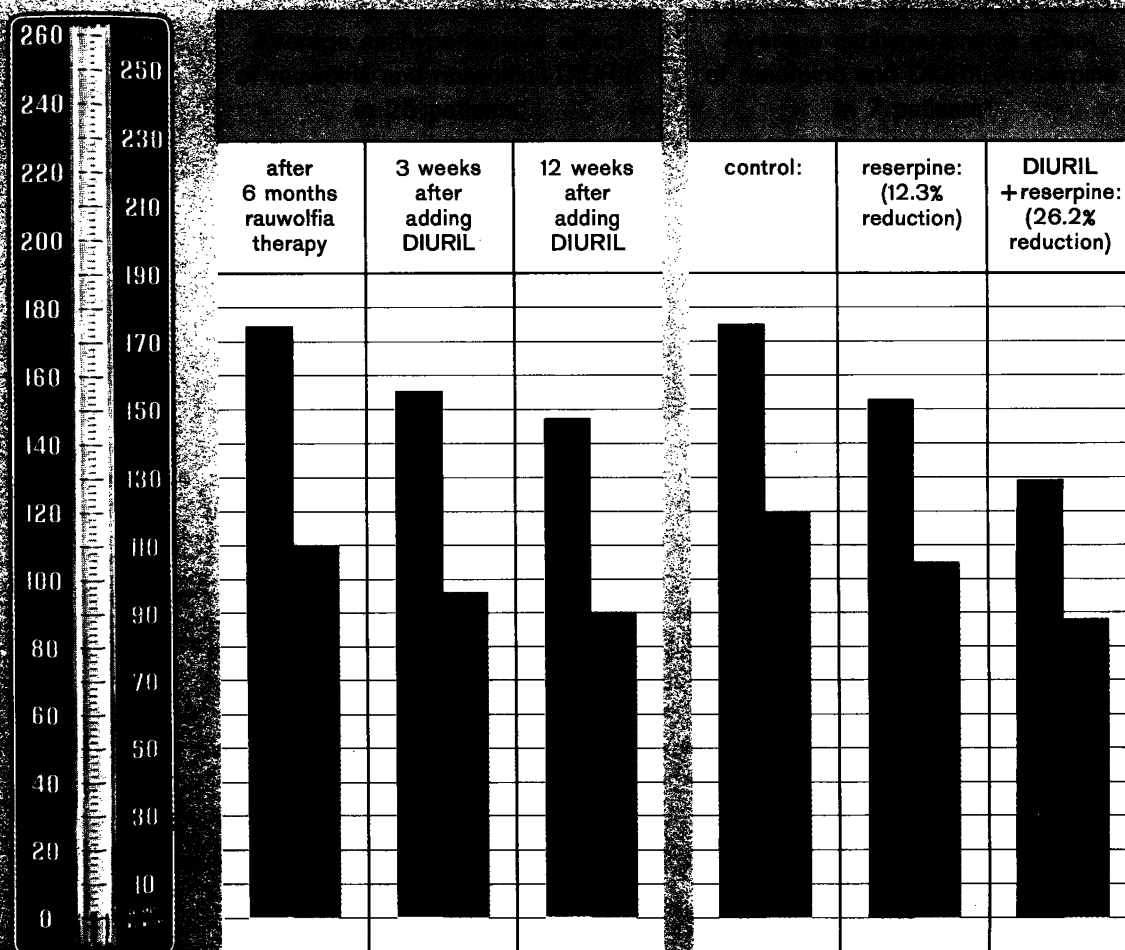
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# a logical combination of two antihypertensives you know and trust provides increased effectiveness and reduced side effects

## potentiated effect

DIURIL produces an effect greater than either reserpine or reserpine alone. This effect is in many patients who respond inadequately or not at all to either reserpine or reserpine.





# DIUPRES

DIURIL<sup>®</sup> WITH RESERPINE

## effective therapy for most patients

DIUPRES by itself usually provides effective therapy for a majority of patients with mild or moderate hypertension, and even for many patients with severe hypertension. Many patients now treated with other agents which frequently cause distressing side effects can be adequately managed with well tolerated DIUPRES.

## provides basic therapy

Should other drugs need to be added to DIUPRES, they can be given in much lower than usual dosage so that their side effects are often strikingly reduced.

## rapid onset of effect

The antihypertensive action of DIUPRES is rapidly evident. (Considerable time may elapse before the antihypertensive effect of reserpine alone is observed.)

## fewer and less severe side effects

DIUPRES may be expected to cause fewer and less severe side effects than are encountered with other antihypertensive therapy. (Since DIURIL and reserpine potentiate each other, the required dosage of each is usually less when given together as DIUPRES than when given alone. Such reduction in dosage makes side effects less likely to occur.)

## often obviates weight gain

DIUPRES minimizes the problem of weight gain seen with reserpine (reserpine alone has been reported to produce weight gain in 50 per cent of patients).<sup>1,4</sup>

## virtually eliminates fluid retention

DIUPRES is not likely to cause either clinical or subclinical retention of sodium and water. (Hypotensive drugs, par-

ticularly rauwolfia<sup>5</sup> and hydralazine,<sup>6</sup> may cause fluid retention. Even when such retention is subclinical, their antihypertensive effectiveness is diminished.<sup>6</sup>)

## diet more palatable

With DIUPRES, there is less need for rigid restriction of dietary salt, which patients find so burdensome.

*"It may well be that the drug [DIURIL] produces the benefits of a markedly restricted low sodium diet but without its hardships."<sup>3</sup>*

## subjective and objective improvement

DIUPRES allays anxiety and tension, thus reducing the emotional component of hypertension. Organic changes of hypertension may be arrested and reversed. Headache, dizziness, palpitations and tachycardia are usually promptly relieved by DIUPRES. When the *anginal syndrome* accompanies hypertension, the administration of DIUPRES may also cause diminution or even disappearance of this syndrome concurrent with control of the hypertension.

## convenient, controlled dosage

Instead of two separate prescriptions, you write one prescription . . . the patient takes one tablet, rather than two different tablets . . . and the dosage schedule is easier for the patient to remember and follow.

*"patients have fewer lapses and make fewer mistakes in dosage, the simpler the regimen can be made. Therefore I do not hesitate to use more than one medicament combined in one tablet, provided this gives approximately the correct dosage of each."<sup>6</sup>*

## economical

DIUPRES will cost the patient less than if he were given two separate prescriptions for its components.

**Indications:**

DIUPRES is indicated in hypertension of all degrees of severity. It can be used in the following ways:

- as total therapy
- as primary therapy, adding other drugs if necessary
- as replacement or adjunctive therapy in patients now treated with other agents

**Precautions:**

The precautions normally observed with DIURIL or reserpine apply to DIUPRES. Additional information on DIUPRES is available to physicians on request.

**Recommended dosage range:**

DIUPRES-500—one tablet one to three times a day.

DIUPRES-250—one tablet one to four times a day.

If necessary, other agents may be added.

If the patient is receiving ganglion blocking agents or hydralazine, their dosage should be cut by 50 per cent when DIUPRES is added.



## DIUPRES-500

500 mg. DIURIL (chlorothiazide), 0.125 mg. reserpine.  
Bottles of 100, 1000.



## DIUPRES-250

250 mg. DIURIL (chlorothiazide), 0.125 mg. reserpine.  
Bottles of 100, 1000.

the first "wide range" antihypertensive

# DIUPRES

DIURIL<sup>®</sup> WITH RESERPINE

1. Rochelle, J. B., III, Bullock, A. C., and Ford, R. V.: Potentiation of antihypertensive therapy by use of chlorothiazide, *J.A.M.A.* 168:410, Sept. 27, 1958. 2. Freis, E. D., Wanko, A., Wilson, I. M., and Parrish, A. E.: Treatment of essential hypertension with chlorothiazide (Diuril), *J.A.M.A.* 166:137, Jan. 11, 1958. 3. Freis, E. D.: Treatment of hypertension. (Presented at the Annual Meeting of Southern Medical Association, Nov. 13, 1957.) 4. Moyer, J. H., Dennis, E., and Ford, R.: Drug therapy (Rauwolfia) of hypertension, *A.M.A. Arch. Int. Med.* 96:530, Oct. 1955. 5. Perera, G. A.: Edema and congestive failure related to administration of rauwolfia serpentina, *J.A.M.A.* 159:439, Oct. 1, 1955. 6. Wilkins, R. W.: Precautions in use of antihypertensive drugs, including chlorothiazide, *J.A.M.A.* 167:801, June 14, 1958.



MERCK SHARP & DOHME, DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

\*DIUPRES and DIURIL (chlorothiazide) are trademarks of Merck & Co., Inc.

# NICOZOL

*for senile psychoses*

an ideal  
cerebral tonic  
and stimulant  
for the aged

NICOZOL relieves mental confusion and deterioration, mild memory defects and abnormal behavior patterns in the aged.

NICOZOL therapy will enable your senile patients to live fuller, more useful lives. Rehabilitation from public and private institutions may be accomplished for your mildly confused patients by treatment with the Nicozol formula. 1, 2, 3.

NICOZOL is supplied in capsule and elixir forms. Each capsule or ½ teaspoonful contains:

*Pentylenetetrazol. .100 mg.*  
*Nicotinic Acid . . . . .50 mg.*

1. Levy, S., *JAMA.*, 153:1260, 1953
2. Thompson, L., Procter R.,  
*North Carolina M. J.*, 15:596, 1954
3. Thompson, L., Procter, R.,  
*Clin. Med.*, 3:325, 1956



From  
**CONFUSION . . .**

to a  
**NORMAL  
BEHAVIOR  
PATTERN**



WRITE for **FREE NICOZOL**

**DRUG SPECIALTIES, INC.**  
**WINSTON-SALEM 1, N. C.**

for professional samples of  
**NICOZOL** capsules and literature on  
**NICOZOL** for senile psychoses.

Sole distributors in California:  
The Brown Pharmaceutical Co., Los Angeles

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#### PHYSICIANS WANTED

**GENERAL PRACTITIONERS and SPECIALISTS, OBSTETRICS-GYNECOLOGY (3), OTOLARYNGOLOGY (2), PEDIATRICS (2), OPHTHALMOLOGY**—See us for the many **EXCEPTIONAL OPPORTUNITIES** available in San Francisco, East Bay, Marin County, Peninsula and throughout California, including associations and partnerships with established groups and individual physicians; starting salaries \$1000.00 per month and up. For further information please contact Norma Rohl, Director, **THE MEDICAL CENTER AGENCY**, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2. CALL YUkon 2-3412.

**DIRECTOR, SCHOOL HEALTH SERVICES** in County Health Department in Southern California. Start \$866 with increases to \$1052. M.D. plus one year in practice of medicine or one year graduate work in public health required. Must have or be eligible for valid California license. County Personnel, 256 Third Street, San Bernardino, California.

**GENERAL PRACTITIONER**, wanted to take over well established practice in June for fifteen months, in smog-free Southern California coastal city with modern hospital and ideal climate. Continued association after that time is desirable, as the gradual retirement is anticipated. Box 94,655, California Medicine.

**GENERAL PRACTITIONER** of Spanish or Mexican descent to locate in largest thriving community in San Joaquin Valley, California. Large Mexican population, wonderful opportunity, new offices. Box 94,630, California Medicine.

**G. P. FULL TIME** to associate with West Los Angeles group—will make adequate guarantees to start. Must be willing to work hard. Box 94,720, California Medicine.

**WANTED: GENERALISTS AND SPECIALISTS.** California licensed for clinics, associations and partnerships. We cover all areas of the State. Hospital facilities and housing checked for you. Information gladly. **PACIFIC COAST MEDICAL Bureau, Agency, Suite 1404**, 703 Market Street, San Francisco 3.

**\$50 A MONTH RENTAL** will get you a suite of 725 sq. ft. in a new medical building in the thriving Bay Area of California, just outside of Oakland. General Practitioner and specialists urgently needed. Excellent opportunity for all physicians. Open staff hospital close by. Box 94,565, California Medicine.

**WANTED—GENERAL PRACTITIONER** for association with GP, beginning in June or July, in a rural community of 3,000 people in the lower Sacramento River Valley. Will guarantee \$1,000 per month at outset, working up to an equal partnership interest in three years. Prefer approximately 30 to 40 year age group. Box 94,725, California Medicine.

**INTERNIST**, certified, to head department in 10-man group. Excellent diagnostic facilities. Starting basis at rate of \$18,000 per year. B. Gene Morris, M.D., Indio Clinic, Indio, California. Telephone Diamond 7-3501 for interview.

**SOUTHERN CALIFORNIA**, Santa Cruz to San Diego. Specialists, generalists, non-clinical administrative appointments, medical directors needed. No registration fee. No obligation unless we assist you in locating. **CONTINENTAL MEDICAL BUREAU, Agency, Suite 323**, 510 West Sixth Street, Los Angeles 14.

**NEUROSURGEON**—Full time for large Medical Group in West Los Angeles, excellent opportunity. Box 94,540, California Medicine.

**WANTED—BOARD ELIGIBLE OR CERTIFIED OBSTETRICIAN-GYNECOLOGIST**, under 40 years, July 1st or sooner. \$1,000 to start, partnership year to 18 months, \$20,000 or more. Small California community. Box 94,710, California Medicine.

**PEDIATRICIAN**—Board certified or eligible; suite available in new medical building with complete facilities; fast-growing prosperous desert area near Los Angeles; no smog; modern hospital; exceptional opportunity; lots of kids. Box 94,740, California Medicine.

**BOARD CERTIFIED PSYCHIATRIST** for newly created position of Director, Department of Psychiatry, in medical center of 487-bed general hospital and large out-patient clinics. Accredited teaching program. The 32 specialty clinics operated by attending staff serve approximately 400 out-patients a day. Outstanding research projects.

*Psychiatric Clinic* is long established, averaged 150 patients in treatment or diagnostic study per month in 1958, averaging 280 interviews per month, individual and group psychotherapy. Clinic is served by qualified attending psychiatrists, full-time psychologist and psychiatric social workers. In-patient service and other special psychiatric treatment modalities being developed. Construction planned for new physical facilities. Position is full-time; Medical School appointment likely. Salary open. For more information contact: Chairman, Department of Psychiatry, Cedars of Lebanon Hospital, 4833 Fountain Avenue, Los Angeles 29.

#### SITUATIONS WANTED

**ANESTHESIOLOGIST**, aged 36, Diplomate of the American Board of Anesthesiology, licensed to practice in California, seeks location to establish permanent practice limited to anesthesiology. Mature, well-trained individual prepared to accept position of responsibility and authority. Address replies to Box 94,705, California Medicine.

**G. P.**, age 34, married, California license, would take internship rotating with surgical service, late 1959 or early 1960. Please state hours, location, etc. Box 94,700, California Medicine.

**GENERAL SURGEON**, 33, Board eligible, veteran, married, California licensed, desires location in California in group, or with another surgeon, preferably suburban area, or coastal city. Available July 1959. Box 94,410, California Medicine.

**GENERAL SURGEON**—Board Eligible, Available June 1, 1959, age 33, military service completed, married with large family, licensed in Texas and California, desires association with other surgeon or group in West or Southwest. Currently available for personal interview. Excellent references. Box 94,695, California Medicine.

**INTERNIST-DERMATOLOGIST**: Board-eligible Internist. City hospital trained. Also the consulting Dermatologist at a University Medical School. Desires association with individuals or clinic group to practice BOTH Internal Medicine and Dermatology. Young. Family man. Military service completed. Available July 1, 1959. Box 94,470, California Medicine.

**INTERNIST, BOARD QUALIFIED.** Desires group practice. Four years residency including year metabolic and endocrine teaching hospital. Veteran, married, 31, any area considered. Box 94,675, California Medicine.

**FOR THE HIGHER CALIBER MEDICAL PERSONNEL**—Our applicants are ALWAYS carefully screened for the specific qualifications you request. CALL YUkon 2-3412. **THE MEDICAL CENTER AGENCY**, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2.

**INTERNIST, BOARD CERTIFIED**, age 37, teaching and private-practice experience, California license, seeks association or position with group. Box 94,685, California Medicine.

**OB-GYN, BOARD ELIGIBLE**, 33 years old, single. Two years of associate practice in East. Desires to locate with a group or associate practice in or near metropolitan area. California license. Box 94,660, California Medicine.

**ORTHOPEDIST**, age 34, Board eligible, veteran, married, California licensed, desires association or group practice in California. Available July 1, 1959. Box 94,745, California Medicine.

**SURGEON**, 33, married, Board Certified, F.A.C.S. California license. Association desired with group or other surgeon. Box 94,690, California Medicine

(Continued in Back Advertising Section, Page 104)



**NEW  
FULL RELIEF  
OF PAIN-  
FEVER-COUGH**

# DEMEROL<sup>®</sup> COMPOUND

(MEPERIDINE HYDROCHLORIDE)

**AND FOR RELIEF OF MODERATE  
TO SEVERE VISCERAL, NEURAL  
AND SOMATIC PAIN**

## DEMEROL<sup>®</sup> APAP

DOSAGE: Adult dose is 1 to 2 tablets orally, repeated if necessary every 3 or 4 hours.

Tablets containing Demerol hydrochloride 50 mg., acetyl-p-aminophenol 300 mg., bottles of 100.

**GEORGE A. BREON AND CO. /** New York 18, New York

**FOR PATIENTS DESERVING  
MORE THAN  
ROUTINE ATTENTION**

Triple action of Demerol,<sup>®</sup>  
APAP and dihydrocodeinone for:



*more than routine  
antitussive action*

Cough suppressant action of dihydrocodeinone—at least six times as potent as codeine but essentially non-constipating—enhanced by the broncho-spasmolytic effects of Demerol.



*more than  
routine analgesia*

Addition of Demerol to APAP and dihydrocodeinone provides more complete relief of mild to moderate pain. The mild sedation without respiratory depression is widely beneficial.

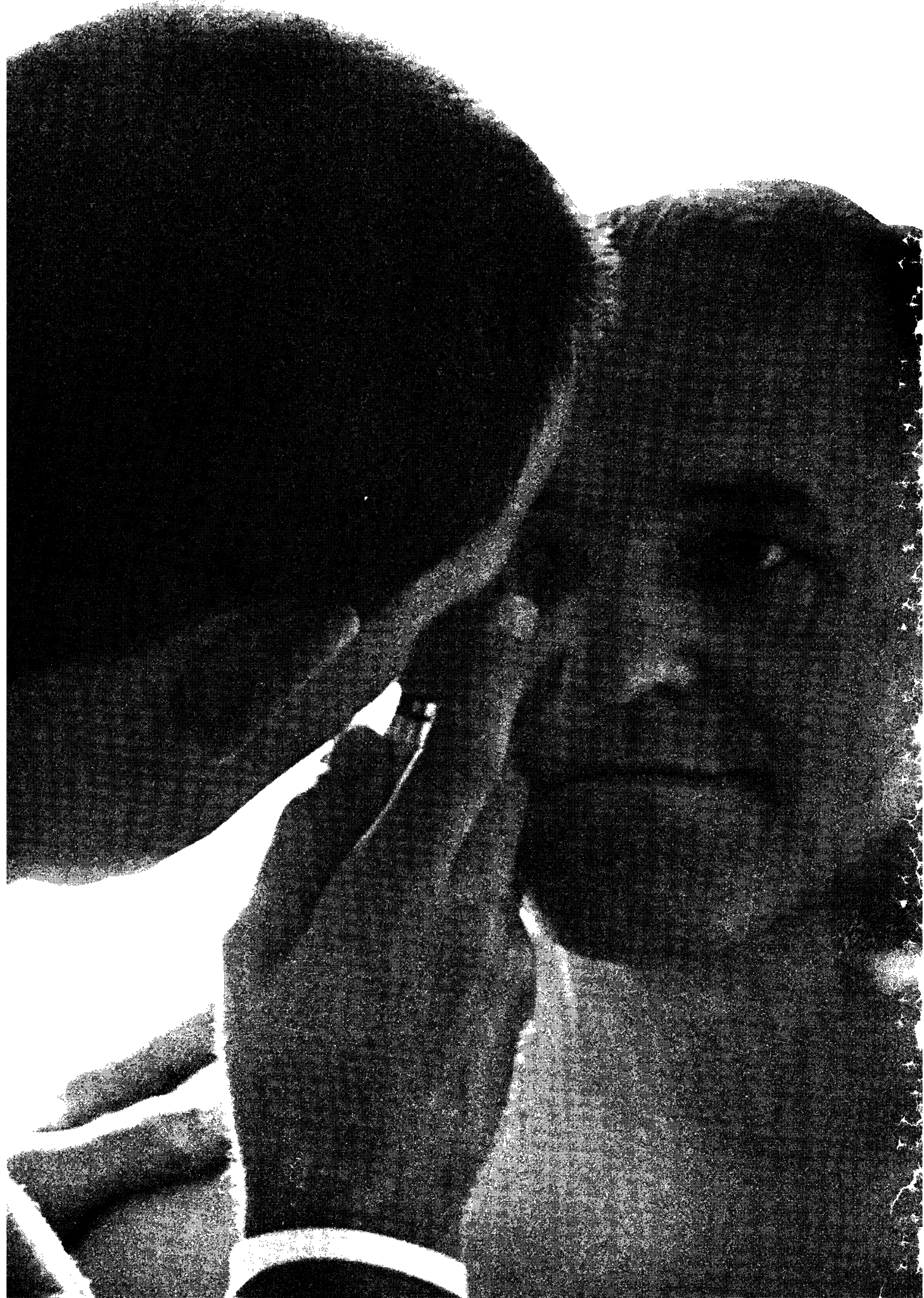


*more than routine  
antipyresis*

APAP—Active metabolite of phenacetin—produces more rapid and prolonged fever reduction than aspirin or APC without gastric irritation or hematologic changes.

AVAILABILITY: stratified green, white and pink tablets containing Demerol hydrochloride 25.0 mg., dihydrocodeinone bitartrate 5.0 mg., acetyl-p-aminophenol 150 mg., bottles of 100.

DOSAGE: one or two tablets



The drug that lowered this  
patient's blood pressure  
*for the first time without  
side effects* is now available  
for your prescription...

Created by C I B A  
World Leader in  
Hypertension Research

**Singoserp**<sup>T.M.</sup>  
(syrosingopine CIBA)

here is the full story...

please turn

2/2635MB-1



# a major improvement in rauwolfia a major advance in antihypertensive therapy

*Developed after three years of basic research, proved during one of the most extensive clinical trials in pharmaceutical history, here is what **Singoserp** can do:*

Patient P. K. was first seen with a blood pressure of 220/138 mm. Hg; he complained of headache, palpitation, nervous tension and hyperhidrosis.



Hospitalized briefly for observation and treatment, he was placed on a 4-Gm. sodium diet, plus chlorothiazide and mecamylamine regulated according to b.p. reading, which he was taught to take himself.



One month later his blood pressure was 140/104; he complained of dryness of mouth, chest pain, constipation and nocturia (twice a night). He was then started on Singoserp (0.5 mg. daily) with instructions to reduce the other medications to the extent possible, as evidenced by his b.p. readings.



After five months on Singoserp the patient's blood pressure ranged between 120/84 and 140/100. No mecamylamine was required; only  $\frac{1}{3}$  the original dose of chlorothiazide was required. One month later, chlorothiazide was stopped and the patient was maintained on Singoserp alone, 1 mg. b.i.d. Favorable blood pressure response continues and patient feels well. Since taking Singoserp patient reports *no* chest pain, *no* mouth dryness, *no* other side effects.





# Singoserp<sup>T.M.</sup>

(syrosingopine CIBA)

*Solves the Side Effects Problem  
in Most Hypertensive Patients*

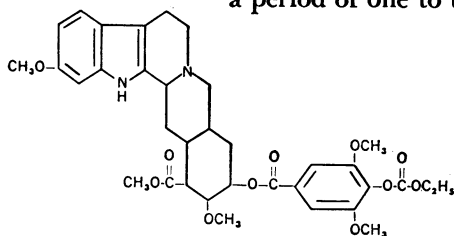
**1. For new hypertensive patients** Singoserp is the ideal antihypertensive drug for new patients because it lowers blood pressure without creating the side effects problem posed by conventional rauwolfia agents.

**2. For hypertensive patients already undergoing drug treatment** Singoserp, added to any antihypertensive regimen, makes it possible to maintain blood pressure levels achieved with more potent agents, while reducing their dosage requirements—or even eliminating them altogether in some cases.

**Infrequent side effects**—“The chief advantage of [Singoserp] over other Rauwolfia derivatives seems... to be the relative infrequency with which it produces disturbing side effects.”<sup>1</sup>

**Less sedation**—“It [Singoserp] is approximately equipotent to reserpine as a hypotensive agent but is definitely less sedative or tranquilizing.”<sup>2</sup>

**Depression relieved**—“In those patients who had been depressed, [Singoserp] was substituted for other Rauwolfia preparations and within a period of one to two weeks this depression was relieved.”<sup>3</sup>



*Created in the laboratory by altering the reserpine molecule so as to preserve its antihypertensive property and virtually eliminate its undesirable side actions.*

**Dosage:** *In New Patients:* Average initial dose, 1 to 2 tablets (1 to 2 mg.) daily. Some patients may require and will tolerate 3 or more tablets daily. Maintenance dose will range from 1/2 to 3 tablets (0.5 mg. to 3 mg.) daily. When necessary for adequate control of blood pressure, more potent agents may be used adjunctively with Singoserp in doses below those required when they are used alone. *In Patients Taking Other Antihypertensive Medication:* Add 1 to 2 Singoserp tablets (1 to 2 mg.) daily. Dosage of other agents should be revised downward to a level affording maximal control of blood pressure and minimal side effects.

**Supplied:** Singoserp Tablets, 1 mg. (white, scored); bottles of 100.

**References:** 1. Herrmann, G. R., Vogelpohl, E. B., Hejtmancik, M. R., and Wright, J. C.: To be published. 2. Wolffe, J. B.: *Mod. Med.* 26:253 (Feb. 1) 1958. 3. Bartels, C. C.: To be published.

**C I B A**  
SUMMIT, N. J.

at  
last  
immunity  
to  
poison ivy  
and  
poison oak

# AQUA IVY, AP®

alum-precipitated pyridine-ivy extract suspended in saline solution

During 14 years of extensive trial and use, Clinicians have reported:

**AQUA IVY PRODUCED GOOD TO EXCELLENT RESULTS**  
—up to 93% of cases<sup>1-6</sup>

## **AQUA IVY IS EASILY ADMINISTERED—SLOWLY ABSORBED**

"In our experience the alum-precipitated pyridine-ivy suspension in saline solution (Aqua Ivy) is superior to either the alcohol/ether or the oil resorption materials. This is because of the ease of its administration, its concentrated dosage, and its more effective clinical results along with lessened possibility of exacerbations of symptoms. The alum-precipitated material is slowly absorbed . . ."<sup>2</sup>

No pain upon injection which is given subcutaneously with a  $\frac{1}{4}$  inch 26-gauge needle.

## **AQUA IVY IS NON-TOXIC AND NON-IRRITATING**

In 121 cases "... no incidence of nephritis or exacerbation of dermatitis . . . even when Aqua Ivy was administered to children as young as 2 years of age."<sup>3</sup>

"All of the patients accepted the outlined schedule without experiencing either local or systemic reactions."<sup>4</sup>

"The alum-precipitated pyridine-ivy product appears to be non-toxic."<sup>5</sup>

No dermatitis secondary to accidental contact of Aqua Ivy with the skin.

**How Supplied:** In a combination package containing one 5 cc. vial of a 1:50 dilution (0.3 mg./cc.) and one 10 cc. vial of a 1:5 dilution (3.0 mg./cc.) (administration sufficient for at least 3 patients).

- References:**
1. Gaillard, G. E.: J. Allergy 21:55, 1950
  2. Gaillard, G. E.: New York J. Med. 56:14, 1956
  3. Passenger, R. E., Spain, W. C. and Strauss, M. B.: J. Allergy 27:409-423, 1956
  4. Neidorff, H. A.: Personal Communication
  5. Fontana, V. J.: GP 10:47, 1954
  6. Strauss, M. B. and Spain, W. C.: J. Allergy 17:1-10, 1946

Also available as **AQUA IVY, AP® TABLETS** for oral prophylaxis, in bottles of one hundred tablets of 0.6 mg. each. Each tablet contains 0.6 mg. dry alum precipitated pyridine-ivy.

Literature on request— WRITE TO DEPT. D

**SYNTEX CHEMICAL COMPANY, INC.**  
New York 16, N. Y.



**Lowers blood pressure — maintains mental alertness**  
***calms the patient under stress***

Rautensin provides a smooth, gradual and sustained reduction of blood pressure without sudden rebounds or abrupt declines.<sup>1</sup> Rautensin's tranquilizing properties calm the tense and anxious hypertensive without impairing alertness, without producing excessive lethargy or drowsiness.

The risk of Rauwolfia-induced depression is markedly reduced since the alseroxylon fraction alone is used.<sup>2</sup> Even on long-term administration side actions "...are either completely absent or so mild as to be inconsequential."<sup>3</sup>

## **Rautensin<sup>®</sup>**

Each tablet contains 2 mg. of the purified alseroxylon complex of Rauwolfia serpentina

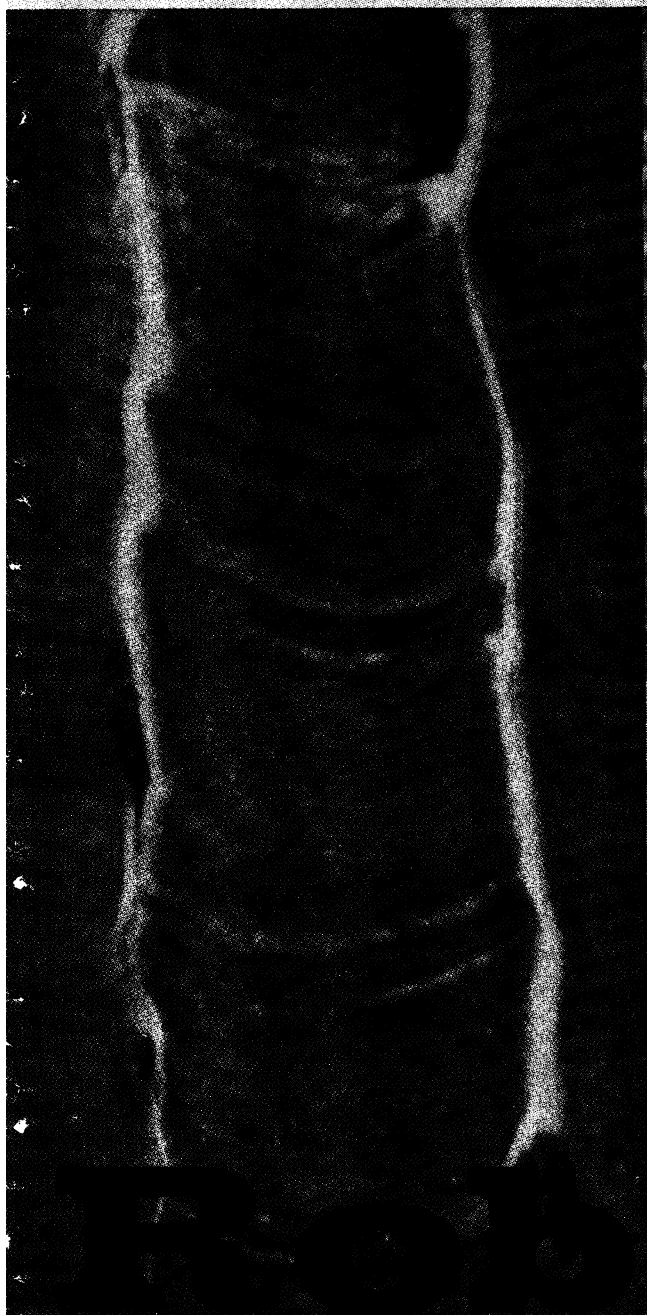
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SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska



Fiber of skeletal muscle in spasm

Fiber of skeletal muscle relaxed (photomicrographs)



CLINICALLY  
PROVEN  
— prolonged  
relaxation  
of acute  
skeletal  
muscle  
spasm



**Robaxin**

Methocarbamol Robins

U.S. Pat. No. 2770649

TABLETS

Summary of six published clinical studies:  
**ROBAXIN BENEFICIAL IN 92.4% OF  
SKELETAL MUSCLE SPASM CASES**

	NO. PATIENTS		RESPONSE		
		"marked"	moderate	slight	none
Carpenter <sup>1</sup>	33	26	6	1	—
Forsyth <sup>2</sup>	58	"pronounced"	20	—	1
Lewis <sup>3</sup>	38	"good"	6	—	7
O'Doherty & Shields <sup>4</sup>	17	"excellent"	2	1	0
Park <sup>5</sup>	30	"significant"	—	2	1
Plumb <sup>6</sup>	60	"gratifying"	—	—	5
<b>TOTALS</b>	<b>236</b>	<b>184</b>	<b>34</b>	<b>4</b>	<b>14</b>
		<b>(78.0%)</b>	<b>(14.4%)</b>		

Supplied: Robaxin Tablets 0.5 Gm., in bottles of 50

- Highly potent—and long acting.<sup>1,2,3</sup>
- Relatively free of adverse side effects.<sup>1,2,3,5,6</sup>
- In ordinary dosage, does not reduce muscle strength or reflex activity.<sup>1</sup>

REFERENCES: 1. Carpenter, E. B.: Southern M. J. 51:627, 1958. 2. Forsyth, H. F.: J.A.M.A. 167:163, 1958. 3. Lewis, W. B.: California Med. 90:26, 1959. 4. O'Doherty, D. S., and Shields, C. D.: J.A.M.A. 167:160, 1958. 5. Park, H. W.: J.A.M.A. 167:168, 1958. 6. Plumb, C. S.: Journal-Lancet 78:531, 1958.

**A. H. ROBINS CO., INC., Richmond 20, Virginia**  
Ethical Pharmaceuticals of Merit since 1878

dynamic in  
premenstrual  
tension

Unlike tranquilizers, sedatives and analgesics, DIAMOX controls premenstrual tension by direct physiologic action. Working at the electrolyte level, DIAMOX gently mobilizes fluid and prevents accumulation in body tissue.

The usual pattern of tension and discomfort is simply overcome by a single DIAMOX tablet each morning for 6 to 10 days before menstruation.

**Supplied:** Scored tablets of 250 mg.; syrup containing 250 mg. per 5 cc. teaspoonful; and vials of 500 mg. for parenteral use.

...prevents  
symptoms  
before  
they occur



DIAMOX<sup>®</sup>  
HCO<sub>3</sub><sup>-</sup>  
REGULATING  
DIURETIC  
Acetazolamide Lederle

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York



# *The effect of Unitensen (cryptenamine) on 21,913 hypertensive patients*

Summary of the experiences of 2,082 physicians in private practice.

A continuation of "Proof In Practice."

## **Safe, Dependable Office Management For Most Hypertensive Patients**

The "Proof In Practice" study validates, in *day-to-day private practice*, the effectiveness of Unitensen products (cryptenamine) as reported in clinical trials in hospitals and institutions. It proves that Unitensen affords well tolerated, dependable office management for the majority of hypertensive patients. Unitensen effectively lowers blood pressure . . . improves renal and cerebral blood flow . . . exerts no adverse effects on circulation . . . and is free of serious side effects. The results of the Study are shown in Table 1.

**Table 1.**

No. of Patients	Results	Percent
6,822	Excellent	31.1%
11,201	Good	51.1%
2,808	Fair	12.8%
1,088	Unsatisfactory	5.0%
822	Side effects	3.0%

## **Basic Hypertensive Therapy**

Although many of the patients in the Study also received diuretics and/or tranquilizers during the course of treatment, it was noted that the vasodilating effect of Unitensen was required to obtain optimum blood pressure control. Unitensen, a true hypotensive agent is potentiated by diuretics. A combination of the two is frequently recommended for lower dosage of each drug, minimizing the side effects of either.<sup>1,2,3,4</sup>

### **UNITENSEN-R®**

Each tablet contains cryptenamine (tannates) 1.0 mg., reserpine 0.1 mg.

### **UNITENSEN-PHEN®**

Each tablet contains cryptenamine (tannates) 1.0 mg., phenobarbital 15 mg.

### **UNITENSEN®**

Each tablet contains cryptenamine (tannates) 2.0 mg.

*Clinical supplies available upon request.*

## **Bibliography:**

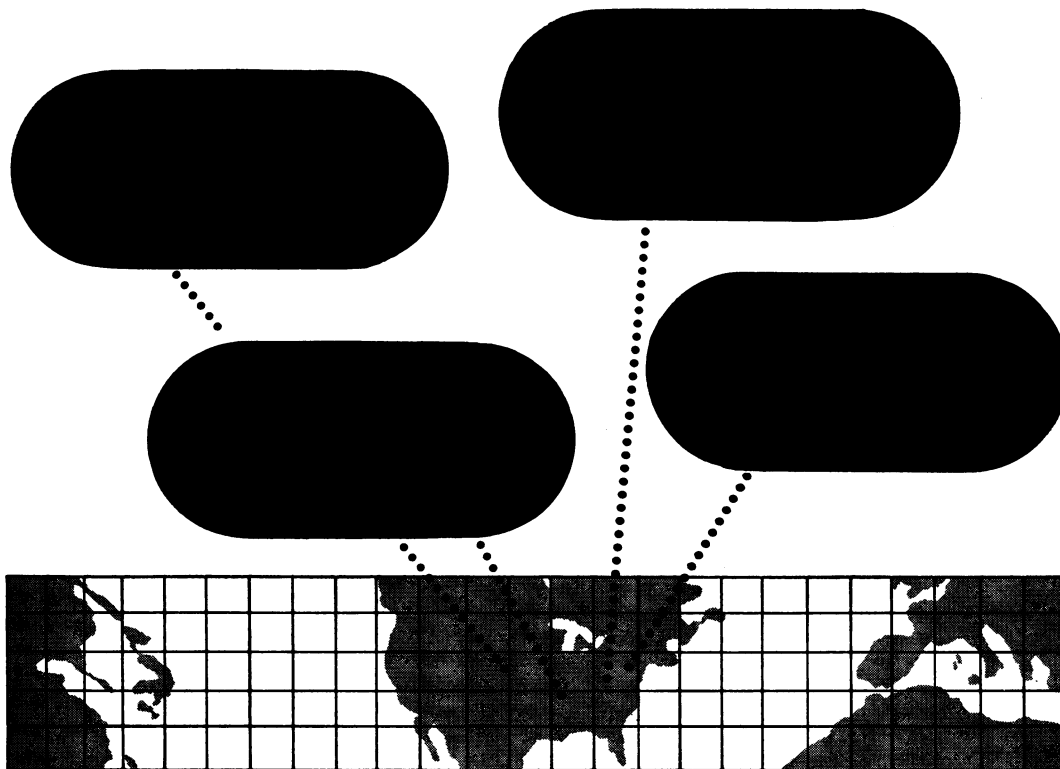
1. Cohen, B. M.: "The Ambulatory Patient with Hypertension: An Approach to Office Management" Presented: American Medical Association Convention, San Francisco, California, June 22-27, 1958.
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3. Gifford, R. (Mayo Foundation): "Combined Drug Therapy of Hypertension . . . Methodology of Treatment" Presented: Symposium on Hypertension, Hahnemann Medical College and Hospital, Philadelphia, Pennsylvania, December 8-12, 1958.
4. Finnerty, F. A., Jr. (Georgetown University): "Treatment of Hypertension Associated with Toxemia of Pregnancy" Presented: Symposium on Hypertension, Hahnemann Medical College and Hospital, Philadelphia, Pennsylvania, December 8-12, 1958.

*Irwin, Neisler & Co. Decatur, Illinois*

re-evaluating tranquilizers?

## READ WHAT CLINICIANS ARE NOW SAYING ABOUT ATARAX®

(brand of hydroxyzine)



### INVESTIGATORS AGREE ON OPTIMAL ATARAX DOSAGES

For childhood behavior disorders	10 mg. tablets Syrup	3-6 years, one tablet t.i.d. over 6 years, two tablets t.i.d. 3-6 years, one tsp. t.i.d. over 6 years, two tsp. t.i.d.
For adult tension and anxiety	25 mg. tablets Syrup	one tablet q.i.d. one tbasp. q.i.d.
For severe emotional disturbances	100 mg. tablets	one tablet t.i.d.
For adult psychiatric and emotional emergencies	Parenteral Solution	25-50 mg. (1-2 cc.) intramuscularly, 3-4 times daily, at 4-hour intervals. Dosage for children under 12 not established.

SYRUP 10 mg. per 5 cc.

• **Supplied:** Tablets, bottles of 100. Syrup, pint bottles. Parenteral Solution, 10 cc. multiple-dose vials.

• **References:** 1. Smigel, J. O., et al.: J. Am. Ger. Soc., in press. 2. Freedman, A. M.: Pediat. Clin. North America 5:573 (Aug.) 1958. 3. Ayd, F. J., Jr.: New York J. Med. 57:1742 (May 15) 1957. 4. Menger, H. C.: New York J. Med. 58:1684 (May 15) 1958. 5. Coirault, M., et al.: Presse méd. 64:2239 (Dec. 26) 1956. 6. Bayart, J.: Presented at the International Congress of Pediatrics, Copenhagen, Denmark, July 22-27, 1956.

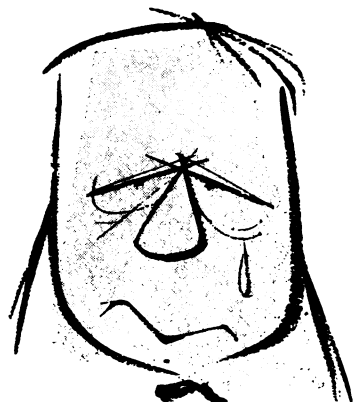
# ATARAX®



New York 17, N. Y.  
Division, Chas. Pfizer & Co., Inc.  
Science for the World's Well-Being



cold sufferers  
never dry...



they just  
blow away!



Until you provide  
**GREATER RELIEF**  
with longer-acting\*

**Novahistine LP**

\*A single dose provides relief for as long as 12 hours.

Novahistine LP† combines the action of a quick-acting sympathomimetic with an antihistaminic drug for a *greater* decongestive effect.

Each LP tablet contains:  
Phenylephrine hydrochloride..... 20 mg.  
Chlorprophenpyridamine maleate. 4 mg.  
Supplied in bottles of 50 and 250 tablets.

*Usual dose:* Two tablets, morning and evening. For mild cases (and children), 1 tablet. Occasional patients may require a third daily dose, which can be safely given.

†Trademark

**PITMAN-MOORE COMPANY**  
DIVISION OF ALLIED LABORATORIES, INC.  
INDIANAPOLIS 6, INDIANA



*the sting is gone!*



Sodium-free  
is the  
Difference

**BAXTER**

## SIGMOL® ENEMA

When enema therapy is indicated...specify the Sigmol® Enema. Sigmol contains a harmless, non-toxic, non-conducting solution with no harsh, caustic salts...thus, no burning or irritation of the rectal membrane...the exciting Sodium-free. The Sigmol Enema is safe for routine use and for patients on sodium-free regimen. Sigmol fluid volume (200 cc.) eliminates danger of water intoxication, reduces discomfort without any cramps or distention of the bowel. Sigmol is packaged in a handy, disposable container. Ask your Baxter representative about our easy evacuation plan.

BAXTER INC., GLANDEN, CALIFORNIA



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NEW

*rich, creamy lather  
with improved*

# LOWILA® CAKE

Lowila Cake now lathers like soap. Its new luxuriant lather is creamy, more abundant, more pleasing to patients. It cleans tender or dermatitic skin without irritation.

Lowila Cake contains sodium lauryl sulfoacetate in a corn dextrin base, acidified with lactic acid.

*In bar form. Write for samples.*

WESTWOOD PHARMACEUTICALS  
BURBANK, CALIF. NEW YORK

A workhorse  
"mycin"  
for  
common  
infections



## respiratory infections

**prompt,  
high blood levels**

**consistently  
reliable  
and reproducible  
blood levels**

**minimal  
adverse reactions**

With well-tolerated CYCLAMYCIN, you will find it possible to control many common infections rapidly and to do so with remarkable freedom from untoward reactions. CYCLAMYCIN is indicated in numerous bacterial invasions of the respiratory system—lobar pneumonia, bronchopneumonia, tracheitis, bronchitis, and other acute infections. It has been proved effective against a wide range of organisms, such as pneumococci, H. influenzae, streptococci, and many strains of staphylococci, including some resistant to other "mycins." Supplied as Capsules, 125 and 250 mg., vials of 36; Oral Suspension, 125 mg. per 5-cc. teaspoonful, bottles of 2 fl. oz.



# CYCLAMYCIN<sup>®</sup>

Triacetyloleandomycin, Wyeth



Conforms to Code for Advertising



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**IN THREATENED AND HABITUAL ABORTION:**

**PREGNANCY SALVAGE WITH NORLUTIN**


**indications for NORLUTIN:**

**packaging:**

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***to salvage  
the failing pregnancy...***

**NORELUTIN**  
(norethindrone, Parke-Davis)

***clinically effective  
progestational therapy  
by mouth***



# AN AMES CLINIQUICK<sup>T.M.</sup>

CLINICAL BRIEFS FOR MODERN PRACTICE

## *Is there a relationship between premature impotence and diabetes?*

Yes. The incidence of premature impotence was studied in 198 diabetic men,<sup>1</sup> and found to be two to five times higher than that reported for the general population.<sup>2</sup> In many of the cases observed, impotence developed early in the history of the disease, suggesting that the possibility of diabetes mellitus be considered whenever a man complains of premature impotence.

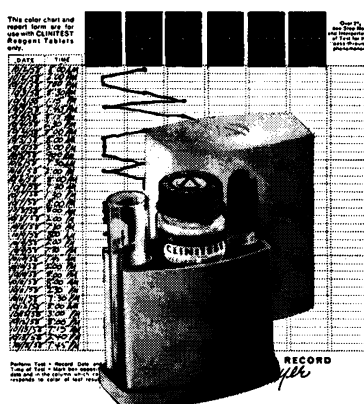
(1) Rubin, A., and Babbott, D.: J.A.M.A. 168:498, (Oct. 4) 1958. (2) Kinsey, A. C.; Pomeroy, W. B., and Martin, C. E.: Sexual Behavior in the Human Male, Philadelphia, W. B. Saunders Company, 1948.

## FOR EVEN BETTER CONTROL OF THE MODERATE AND THE SEVERE DIABETIC

*uniformly reliable readings with*

**COLOR-CALIBRATED**

**CLINITEST<sup>®</sup>**  
BRAND  
Reagent Tablets



65059

the STANDARDIZED urine-sugar test that provides reliable quantitative estimations *throughout* the critical range. *results that are easier to interpret*

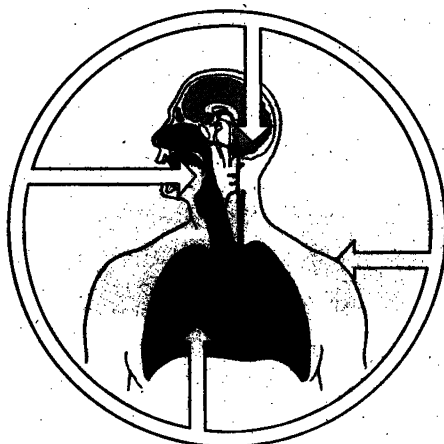
The new CLINITEST Urine-Sugar Analysis Set contains the standard color scale that provides a complete range of readings without omissions... includes the critical  $\frac{3}{4}\%$  (+ +) and 1% (+ + +)... and an improved analysis record form.

Daily urine-sugar readings may be connected to form a clinically useful graph... a day-to-day "urine-sugar profile" that reveals at a glance individual trends and degree of control.

AMES  
COMPANY, INC.  
Elkhart • Indiana  
Toronto • Canada



# Now—All cold symptoms can be controlled



Provides Triaminic for more complete and more effective relief from nasal and paranasal congestion because of systemic transport to *all* respiratory membranes—without drawbacks of topical therapy.<sup>†</sup>

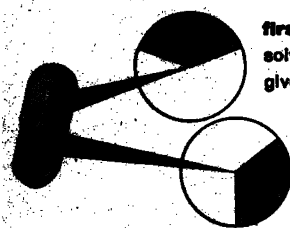
Provides well-tolerated APAP (N-acetyl-p-aminophenol) for prompt and effective analgesic and antipyretic action—to make the patient more comfortable.

Provides Dormethan (brand of dextromethorphan HBr) for non-narcotic anti-tussive action on the cough reflex center in the medulla—as effective as codeine but without codeine's drawbacks.

Provides terpin hydrate, classic expectorant to thin inspissated mucus and help the patient clear the respiratory passages.

<sup>†</sup>Lhotka, F. M.: Illinois M. J. 112:259 (Dec.) 1957. Fabricant, N. D.: E. E. N. T. Monthly 37:460 (July) 1958. Farmer, D. F.: Clin. Med. 5:1183 (Sept.) 1958.

## Special "timed release" design



first—the outer layer dissolves within minutes to give 3 to 4 hours of relief

then—the inner core releases its ingredients to sustain relief for 3 to 4 more hours

Also available: Tussagesic Suspension (25 mg. Triaminic, 15 mg. Dormethan, 90 mg. terpin hydrate, 120 mg. APAP per 5 ml. tsp.)

## Each TUSSAGESIC tablet provides:

TRIAMINIC® . . . . . 50 mg.  
(phenylpropanolamine HCl . . . 25 mg.  
pheniramine maleate . . . 12.5 mg.  
pyrilamine maleate . . . 12.5 mg.)

Dormethan  
(brand of dextromethorphan HBr) . . . 30 mg.  
Terpin, hydrate . . . . . 180 mg.  
APAP (N-acetyl-p-aminophenol) . . . 325 mg.

**Dosage:** One tablet in the morning, midafternoon and in the evening, if needed.

# Tussagesic<sup>®</sup> *timed-release tablets*

\*Contains TRIAMINIC to  running noses  and open stuffed noses orally

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska • Peterborough, Canada

# Triva

## **Triva's "Chelating Agent" Intensifies Organism Disintegration**

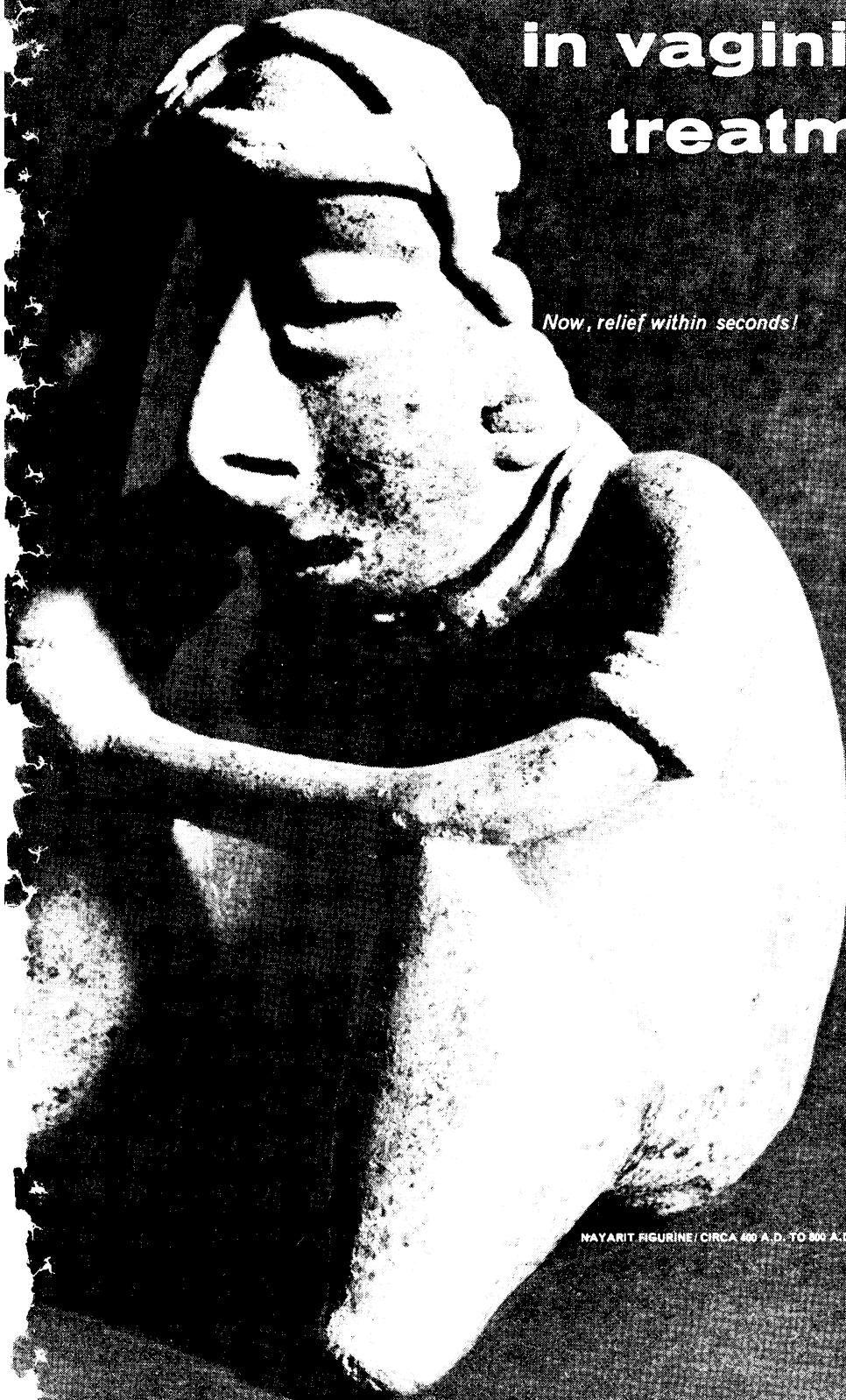
Comparative newcomers to the field of therapeutics...are the Chelating Agents. Though effective in minute quantities and non-toxic, these agents combine with calcium, phosphorus and other metallic ions to form stable, extractable compounds. / Triva's Chelating Agent\* attacks the metallic ions in the cell walls of vaginitis organisms...rendering them more susceptible to the germicidal activity of Triva's surface active agents. / Within seconds after her first douche, your vaginitis patient gets relief from intense itching, burning and other symptoms. Within 12 days, most cases of trichomonal and non-specific vaginitis are rendered organism-free (Monilia genus may require longer treatment). / Administration: Douche, b.i.d., for 12 days. Supplied: Package of 24 individual 3 Gm. packets. Composition: 35% Alkyl Aryl sulfonate (wetting agent and detergent); 5% Di-sodium ethylene bis-iminodiacetate (chelating agent); 53% Sodium sulfate; 2% Oxyquinoline sulfate; 9.5% dispersant. / \*Di-sodium ethylene bis-iminodiacetate.

**BOYLE** & Company / Los Angeles 54, Calif.

**major  
breakthrough  
in vaginitis  
treatment**

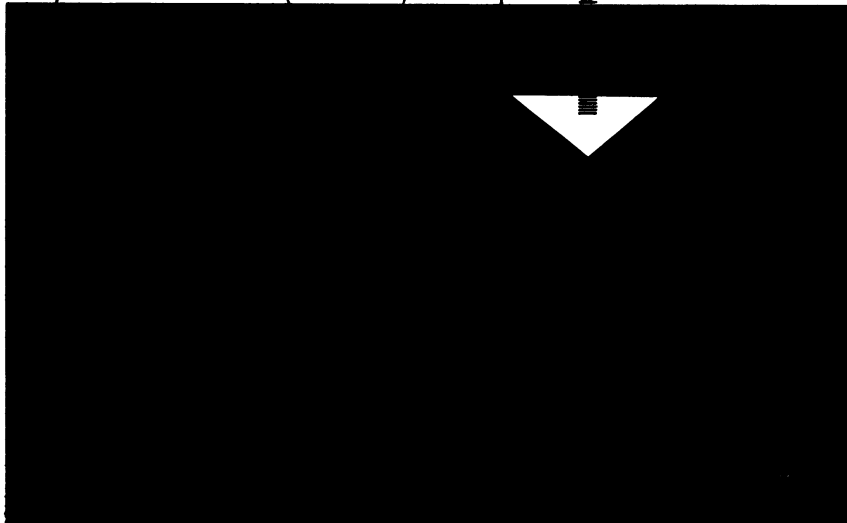
*Now, relief within seconds!*

NAYARIT FIGURINE / CIRCA 400 A.D. TO 800 A.D. / NAYARIT, MEXICO / COURTESY OF PRIMUS GALLERIES





*for  
the  
dry  
hacking  
cough*





Your patients will say

**“I slept like a log”**

after taking **NEW**

**NOW in any language, NOLUDAR 300  
is synonymous with sound, restful sleep.**

**EFFECTIVE:** New NOLUDAR 300 acts promptly to induce sound, refreshing sleep of normal duration and quality <sup>1,2,3</sup> . . . followed by a clear-eyed awakening, without "hangover" effects.

**SAFE:** NOLUDAR 300 is free of barbiturate risks such as addiction or overdosage. Even minor side reactions are rare.<sup>1,2,4</sup> In terms of safety, NOLUDAR "appears to afford all one can possibly expect from a drug of this type."<sup>1</sup>

**HIGHLY ACCEPTABLE:** In a study of 1015 cases,<sup>1</sup> all patients expressed satisfaction with the quality of action" of NOLUDAR. ". . . 97.9 per cent rated the hypnotic effect of NOLUDAR as at least equal, or superior to barbiturates they had previously received."

**INDICATIONS:** Insomnia due to mental unrest, excitement, fear, worry, apprehension or extreme fatigue.

**DOSAGE:** Adults—One 300-mg capsule before retiring.  
Do not exceed prescribed dosage.

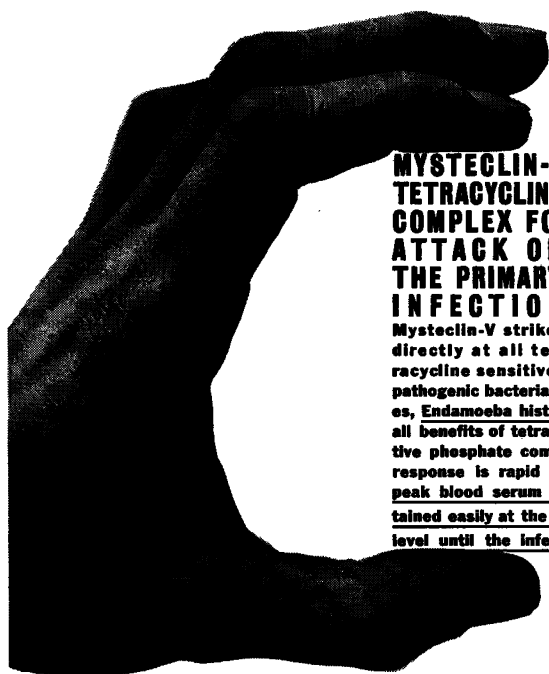
**REFERENCES:** 1. O. Brandman, J. Coniaris and H. E. Keller, *J.M. Soc. New Jersey*, 52:246, 1955.  
2. L. J. Cass, W. S. Frederik and J. B. Andosca, *New England J. Med.*, 253:586, 1955.  
3. E. H. Loughlin, W. G. Millin, J. Schwimmer and M. Schwimmer, *Internat. Rec. Med.*, 168:52, 1955.  
4. P. A. Radnay, *Postgrad. Med.*, 21:617, 1957.  
NOLUDAR®—brand of methyprylon

ROCHE LABORATORIES • Division of Hoffmann-La Roche Inc • Nutley 10 • New Jersey

**NOLUDAR**  
**300** CAPSULES



more than tetracycline alone



**MYSTECLIN-V CONTAINS  
TETRACYCLINE PHOSPHATE  
COMPLEX FOR A DIRECT  
ATTACK ON  
THE PRIMARY  
INFECTION**

Mysteclin-V strikes directly at all tetracycline sensitive organisms—most pathogenic bacteria, certain large viruses, *Endamoeba histolytica*. It provides all benefits of tetracycline in the effective phosphate complex form.<sup>1</sup> Patient response is rapid because initial high peak blood serum levels may be maintained easily at the antibacterial attack level until the infection is conquered.

**MYSTECLIN-V  
CONTAINS  
MYCOSTATIN  
FOR A SPECIFIC DEFENSE  
AGAINST SECONDARY MON-  
ILIAL SUPERINFECTION**

Mysteclin-V protects patients against antibiotic induced intestinal moniliasis and its complications, including vaginal and anogenital moniliasis. This protection is provided by Mycostatin, the antifungal antibiotic, with specific action against *Candida (Monilia) albicans*.<sup>2</sup>

**BOTH ARE OFTEN NEEDED WHEN  
BACTERIAL INFECTION OCCURS**

# MYSTECLIN-V

SQUIBB TETRACYCLINE PHOSPHATE COMPLEX (SUMYCIN) AND NYSTATIN (MYCOSTATIN)

**Capsules** (250 mg./250,000 u), bottles of 16 and 100.

**Half-strength Capsules** (125 mg./125,000 u), bottles of 16 and 100.

**Suspension** (125 mg./125,000 u per 5 cc.), 2 oz. bottles.

**Pediatric Drops** (100 mg./100,000 u per cc.), 10 cc. dropper bottles.

**References:** 1. Crunk, G. A.; Naumann, D. E., and Casson, K.: Antibiotics

Annual 1957-1958, New York, Medical Encyclopedia Inc. 1958; p. 397 •

2. Newcomer, V. D.; Wright, E. T., and Sternberg, T. H.: Antibiotics Annual 1954-1955, New York, Medical Encyclopedia Inc., 1955, p. 686.

**SQUIBB**



Squibb Quality—the Priceless Ingredient

\*MYSTECLIN®, \*SUMYCIN®, AND \*MYCOSTATIN® ARE SQUIBB TRADEMARKS

Viterra Tastitabs: 1 tablet daily, or as directed by the physician. Viterra Tastitabs may be dissolved in the mouth, chewed or swallowed whole, and may also be crushed and mixed with liquids. Each tablet contains vitamin and mineral elements in the following proportions of minimum daily requirements:

	Infants	Adults
Vitamin A .....	333%	125%
Vitamin D .....	250%	250%
Vitamin B <sub>1</sub> .....	400%	100%
Vitamin C .....	500%	167%
Vitamin B <sub>2</sub> .....	400%	100%
Iron .....	13.3%	10%
Iodine .....	50%	50%

The minimum daily requirements of Nicotinamide, Vitamin B<sub>12</sub>, Pyridoxine, Copper, Magnesium and Potassium have not yet been determined. The need for Calcium, Pantothenate, Cobalt, Manganese, Molybdenum and Zinc in human nutrition has not been established. Literature available on request.

Viterra—each capsule contains:

Vitamin A (Palmitate).....	5,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol).....	500 U.S.P. Units
Thiamine Mononitrate .....	3 mg.
Riboflavin .....	3 mg.
Nicotinamide .....	25 mg.
Pyridoxine Hydrochloride .....	0.5 mg.
Calcium Pantothenate .....	5 mg.
Vitamin B <sub>12</sub> .....	1 mcg.
Ascorbic Acid .....	50 mg.
Vitamin E (from Mixed Tocopherols Concentrate) .....	3.7 Int'l Units
Calcium (from Dicalcium Phosphate) .....	38.8 mg.
Phosphorus (from Dicalcium Phosphate) .....	30.1 mg.
Iron (from Ferrous Sulfate).....	10 mg.
Cobalt (from Cobalt Sulfate).....	0.1 mg.
Copper (from Copper Sulfate).....	1 mg.
Iodine (from Potassium Iodide).....	0.15 mg.
Magnesium (from Magnesium Sulfate) .....	6 mg.
Manganese (from Manganese sulfate) .....	1 mg.
Molybdenum (from Sodium Molybdate) .....	0.2 mg.
Potassium (from Potassium Sulfate) .....	5 mg.
Zinc (from Zinc Sulfate).....	1.2 mg.

Viterra Therapeutic—each capsule contains:

Vitamin A (Palmitate).....	25,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol) .....	1,000 U.S.P. Units
Vitamin B <sub>1</sub> (Thiamine Mononitrate).....	10 mg.
Vitamin B <sub>2</sub> (Riboflavin).....	5 mg.
Vitamin B <sub>6</sub> (Pyridoxine Hydrochloride) .....	0.5 mg.
Vitamin B <sub>12</sub> U.S.P. ....	5 mcg.
Nicotinamide U.S.P. ....	100 mg.
Vitamin C (Ascorbic Acid).....	150 mg.
Calcium Pantothenate .....	15 mg.
Calcium (from Dicalcium Phosphate) .....	103.7 mg.
Cobalt (from Cobaltous Sulfate).....	0.1 mg.
Copper (from Cupric Sulfate).....	1.0 mg.
Iodine (from Potassium Iodide).....	0.15 mg.
Iron (from Ferrous Sulfate).....	10.0 mg.
Magnesium (from Magnesium Sulfate) .....	6.0 mg.
Manganese (from Manganese Sulfate) .....	1.0 mg.
Molybdenum (from Sodium Molybdate) .....	0.2 mg.
Phosphorus (from Dicalcium Phosphate) .....	80.0 mg.
Potassium (from Potassium Sulfate) .....	5.0 mg.
Zinc (from Zinc Sulfate).....	1.2 mg.

# 3

# make ready

That's the patient with the right form of VITERRA on his regimen! This comprehensive vitamin-mineral formula is ideal in frank nutritional deficiency states (VITERRA Therapeutic) or in daily supplementation (VITERRA Capsules, VITERRA Tastitabs® and VITERRA Pediatric).

**VITERRA Therapeutic:** when high potencies are indicated.

**VITERRA Capsules:** 10 vitamins, 11 minerals for balanced daily supplementation. Now in a soft, soluble capsule this small for added patient convenience.

**VITERRA Tastitabs:** VITERRA the way children like it best. Chew it, swallow it, let it melt in the mouth. Dissolve it in liquids, or add it to the formula.

Or prescribe convenient, delicious **VITERRA Pediatric** in the unique new Metered-Flow bottle.

**Dosage:** usually one capsule or Tastitab daily.

**Supplied:** CAPSULES: in 30's and 100's.

TASTITABS: bottles of 100.

VITERRA PEDIATRIC: 50 cc. bottles.

ready to recover  
ready to rebuild  
ready to resist

# VITERRA



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Division, Chas. Pfizer & Co., Inc.  
Science for the World's Well-Being

**'EMPIRIN'  
COMPOUND<sup>®</sup>  
CODEINE  
PHOSPHATE<sup>\*</sup>**

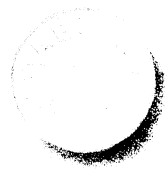
**Symbols  
OF  
PROVEN  
PAIN  
RELIEF**



**gr. 1**



**gr. ½**



**gr. ¼**



**gr. ⅛**

*Formulas for dependable relief...*

**'CODEMPIRAL' NO. 3\***



**'CODEMPIRAL' NO. 2\***



*...from pain of muscle and joint origin, simple headache, neuralgia,  
and the symptoms of the common cold.*

**'TABLOID'**

**'EMPIRIN' COMPOUND®**

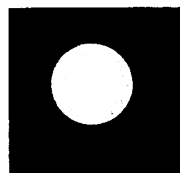


Acetophenetidin . . . . . gr. 2½  
Aspirin (Acetylsalicylic Acid) . . . . . gr. 3½  
Caffeine . . . . . gr. ½

*...from mild pain complicated by tension and restlessness.*

**'EMPIRAL'®**

Phenobarbital . . . . . gr. ¼  
Acetophenetidin . . . . . gr. 2½  
Aspirin (Acetylsalicylic Acid) . . . . . gr. 3½




*\*Subject to Federal Narcotic Regulations*

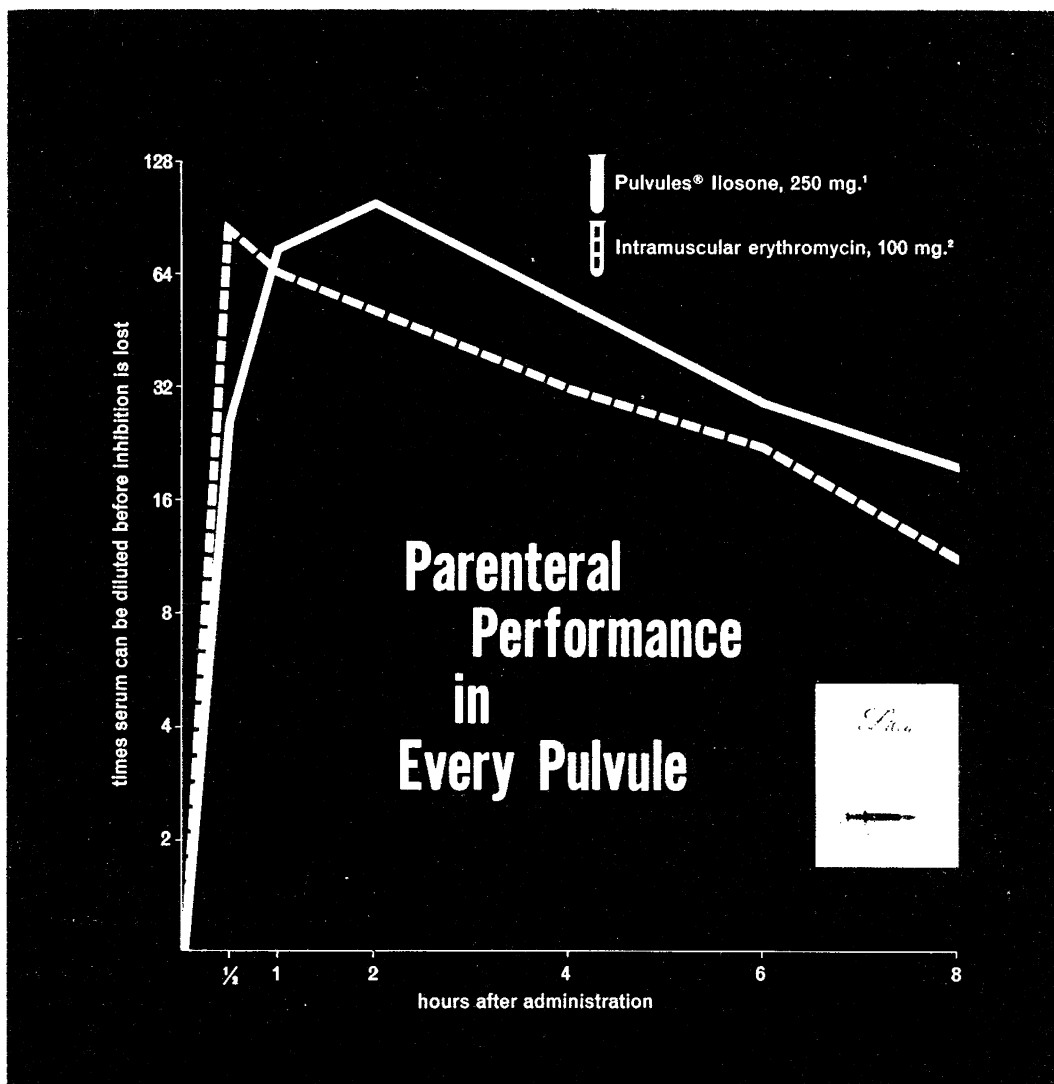


**BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York**



GERALIN-the  one-capsule-daily  
comprehensive dietary supplement:  
for older patients at a savings  
they'll appreciate! vitamins...minerals...lipotropics  
...amino acids...bioflavonoids

**One Geralin capsule contains:** Vitamin A, 5,000 U.S.P. Units; Vitamin D, 500 U.S.P. Units; Thiamine Mononitrate, 5 mg.; Riboflavin, 2.5 mg.; Niacin, 15 mg.; Ascorbic Acid, 50 mg.; Pyridoxine HCl, .5 mg.; Calcium Pantothenate, 5 mg.; Folic Acid, .1 mg.; Vitamin E (from d-alpha Tocopheryl Acetate Conc.), 5 I.U.; Vitamin B<sub>12</sub>, 2 mcg.; Intrinsic Factor Conc. (with Vitamin B<sub>12</sub>), .1 Unit; Calcium (as CaHPO<sub>4</sub>), 135 mg.; Phosphorus (as CaHPO<sub>4</sub>), 105 mg.; Iron (as FeSO<sub>4</sub>), 10 mg.; Cobalt (as CoSO<sub>4</sub>), .05 mg.; Copper (as CuSO<sub>4</sub>), .1 mg.; Zinc (as ZnSO<sub>4</sub>), .1 mg.; Manganese (as MnSO<sub>4</sub>), .1 mg.; Molybdenum (as Na<sub>2</sub>MoO<sub>4</sub>), .1 mg.; Magnesium (as MgSO<sub>4</sub>), .25 mg.; Potassium (as K<sub>2</sub>SO<sub>4</sub>), 5 mg.; Iodine (as KI), .2 mg.; Fluorine (as NaF), .025 mg.; Choline Bitartrate, .50 mg.; Inositol, 12.5 mg.; Liver, whole, desicc., 12.5 mg.; L-Glutamic Acid, 50 mg.; L-Lysine, 25 mg.; Citrus Bioflavonoids Complex, 25 mg.



## ILOSONE™ assures a decisive response in common bacterial infections

**Parenteral potency**—The graph above shows that Ilosone provides antibacterial serum levels comparable to those obtained with intramuscular antibiotic administration.

**Parenteral certainty**—In more than a thousand determinations, in hundreds of patients studied, Ilosone has never failed to provide significant antibacterial levels in the serum.

The usual dosage for adults and chil-

dren over fifty pounds is 250 mg. every six hours, but doses of 500 mg. or more may be administered safely every six hours in more severe infections. For optimum effect, administer on an empty stomach. Supplied in Pulvules of 250 mg. (For children under fifty pounds, a 125-mg. Pulvule is also available.)

1. Antibiotic Med. & Clin. Therapy, 5:609, 1958.

2. Data from Antibiotics Annual, p. 269, 1954-1955.

Ilosone™ (propionyl erythromycin ester, Lilly)

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U. S. A.

932546

# NINTH ANNUAL REGIONAL POSTGRADUATE INSTITUTE SOUTHERN COUNTIES

Presented by Committee on Postgraduate Activities of the California Medical Association, in cooperation with Orange, Riverside and San Bernardino County Medical Societies, and the University of California, San Francisco, Seymour M. Farber, M.D., Assistant Dean for Continuing Medical Education.

*Disneyland Hotel . . . April 23 and 24, 1959*

## PROGRAM

### THURSDAY, APRIL 23, 1959

#### MORNING SESSION

##### *Emotional Problems in the Daily Practice of Medicine*

- 9:00-9:45 a.m.—Emotional Problems of Patient and Doctor—Edwin Frederick Alston, M.D.  
9:45-10:30 a.m.—The Psychotherapeutic Approach to Emotional Problems—Edward M. Weinschel, M.D.  
10:45-12:00 noon—Three Panel Symposia (you may go to one of your choice):  
The Nervous Patient in Office Practice  
The Psychotherapeutic Value of Listening  
Psychological Impacts of Illness  
12:00-2:00 p.m.—Luncheon  
Panel: Face to Face with the Psychiatrist

#### AFTERNOON SESSION

##### *Gastrointestinal Motility*

- 2:00-2:45 p.m.—The Medical Approach to Nausea, Vomiting and Heartburn—John V. Carbone, M.D.  
2:45-3:30 p.m.—The Diagnosis and Treatment of Intestinal Gas, Pain and Diarrhea—Emanuel Friedman, M.D.  
3:45-5:00 p.m.—Three Panel Symposia—Emotions and the Gastrointestinal Tract (you may go to one of your choice):  
Emotions and the Upper Gastrointestinal Tract  
Emotions and the Middle Gastrointestinal Tract  
Emotions and the Lower Gastrointestinal Tract  
7:30-10:00 p.m.—Cocktails and Dinner (wives invited)

### FRIDAY, APRIL 24

#### MORNING SESSION

##### *Gynecologic Endocrinology*

- 9:00-9:45 a.m.—Endocrinologic Aspects of the Pubescent Period—Paul Scholten, M.D.  
9:45-10:30 a.m.—Endocrinologic Procedures and Practices in the Menopausal Patient—Edmund W. Overstreet, M.D.  
10:45-12:00 noon—Three Panel Symposia (you may go to one of your choice):  
Emotional Problems in Marriage  
Emotional Problems in Pregnancy  
Emotional Problems in Menopause  
12:00-2:00 p.m.—Luncheon  
Panel: Psychological Resources of the Physician

#### AFTERNOON SESSION

##### *General Surgery*

- 2:00-2:45 p.m.—Surgical Considerations and Treatment of Pain—Benson B. Roe, M.D.  
2:45-3:30 p.m.—Surgery in the Dying Patient—Orville F. Grimes, M.D.  
3:45-5:00 p.m.—Three Panel Symposia (you may go to one of your choice):  
The Surgeon and Authority  
Psychological Reactions of the Patient to Surgery  
Emotional Recovery and Rehabilitation Following Surgical Procedures

---

**HOST:** Orange County Medical Society . . . **REGIONAL CHAIRMAN:** Edmund F. Cain, M.D., 200 N. Palm, Anaheim, California . . . **Institute Fee:** \$25.00 . . . For additional information contact Postgraduate Activities office, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5. **All California Medical Association members and their families are cordially invited to attend.**



## POSTGRADUATE EDUCATION NOTICES

THIS BULLETIN of the dates of postgraduate education programs and the meetings of various medical organizations in California is supplied by the Committee on Postgraduate Activities of the California Medical Association. In order that they may be listed here, please send communications relating to your future medical or surgical programs to: Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5.

### UNIVERSITY OF CALIFORNIA AT LOS ANGELES

**Diagnostic Radiology.** Friday and Saturday, March 20 and 21. Twelve hours. Fee: \$55.00 (includes lunch).

**Multidisciplinary Approach to the Management of Sports Injuries.** Wednesday and Thursday, March 25 and 26. Thirteen hours. Fee: \$15.00 (includes lunch).

**The Place of Adrenal Steroids in the Treatment of Disease.** Friday and Saturday, April 3 and 4. Fourteen hours. Fee: \$15.00.

**Current Developments in Nutrition (Arrowhead).** Friday, Saturday and Sunday, April 24, 25 and 26. Ten hours. Fee: \$50.00 (includes board and room).

**Clinical Laboratory Interpretations.** Thursday, Friday and Saturday, May 21, 22 and 23. Nine hours.\*

**Techniques of Hypnosis.** Monday, Tuesday and Wednesday morning, June 15, 16 and 17. Fifteen hours. Fee: \$65.00.

**Advanced Techniques and Application of Hypnosis.** Wednesday afternoon and Thursday and Friday, June 17, 18 and 19. Fifteen hours. Fee: \$110.00.

**Sterility.** Friday and Saturday, July 24 and 25. Twelve hours.\*

**Anesthesiology.** Wednesday, Thursday and Friday, August 5, 6 and 7. Fifteen hours.\*

**Three Symposia at University of California Residential Conference Center, Lake Arrowhead:**

**Pediatric Cardiology.** Sunday through Wednesday, August 16 through 19. Fifteen hours.\* Guest speaker: John Lind, M.D., Stockholm, Sweden.

**Emotional Problems in Office Practice.** Wednesday through Sunday, August 19 through 23. Fifteen hours.\*

**Seminars in Internal Medicine.** Sunday through Wednesday, August 23 through 26. Fifteen hours.\*

**Clinical Traineeships—Anesthesia and Dermatology.** Dates by arrangement. Minimum period—two weeks. Fee: Two weeks, \$150.00; four weeks, \$250.00.

**Contact:** Thomas H. Sternberg, M.D., Assistant Dean for Postgraduate Medical Education, U.C.L.A., Los Angeles 24. BRadshaw 2-8911, Ext. 7114.

\*Fees to be announced.

### UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

**Diagnostic Radiology.** Friday through Tuesday, March 20 through March 24. Thirty-five hours. Fee: \$80.00.

**Infection and Immunity (Children's Hospital).** Saturday, March 21. Seven hours. Fee: \$12.50.

**Advances in Occupational Health.** Thursday and Friday, March 26 and 27. Fourteen hours.\*

**Enzymes—Basic and Clinical Aspects.** Thursday, Friday and Saturday, April 2, 3 and 4. Twenty-one hours.\*

**Weekend Seminars for Medical Technologists.** Saturday and Sunday, April 4 and 5. Ten hours. Fee: \$15.00.

**Nursing in Rehabilitation.** Monday to Friday, April 27 through May 15. One hundred and five hours. No fee.

**Ear-Nose-Throat.** Friday and Saturday, May 15 and 16. Fourteen hours. Fee: \$40.00.

**Pediatrics.** Wednesday through Saturday, June 17 through 20. Twenty-eight hours.\*

**Fundamental Practices of Radioactivity and the Diagnostic and Therapeutic Uses of Radioisotopes.** Two or three month course limited to one enrollee per month. Fee: \$350.00.

**Contact:** Seymour M. Farber, M.D., Assistant Dean, Department of Continuing Medical Education, University of California Medical Center, San Francisco 22. MOntrorse 4-3600, Ext. 665.

### STANFORD UNIVERSITY SCHOOL OF MEDICINE

**Morning Clinical Conferences,** each Monday, Room 515. **Contact:** D. H. Pischel, M.D., Professor, Division of Ophthalmology, Stanford University School of Medicine, 2398 Sacramento St., San Francisco 15.

**Conference on Physiology and Therapeutic Uses of Adrenal Steroids.** March 20 and 21, at Stanford Campus in Stanford. No fee.

**Postgraduate Conference in Office Dermatology.** March 20 and 21. Fee: \$50.00.

**Symposium on Adrenal Steroids.** Friday and Saturday, March 27 and 28. Twelve hours.\*

**Annual Spring Postgraduate Conference in Ophthalmology.** April 6 through 10, at Stanford Eye Bank, San Francisco. Fee: \$100.00. **Contact:** Mrs. Alice Crouch, Postgraduate Secretary, Stanford Medical School, 2398 Sacramento St., San Francisco 15.

### UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

**Cardiac Resuscitation.** Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. USC Medical Research Building, Room 211, 2025 Zonal Avenue. Residents and interns of Los Angeles County, and all armed forces medical personnel admitted without fee. Tuition for all other physicians \$30.00. (Each session all-inclusive.)

**Basic Home Course in Electrocardiography.** One year postgraduate series, electrocardiogram interpretation by mail. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.

**Advance Home Course in Electrocardiography.** One year postgraduate series, electrocardiogram interpretation by mail. Fifty-two issues: \$85.00. Physicians may register at any time.

**Fluid and Electrolyte Balance.** March 20 through 22. Hotel Statler, Los Angeles. In addition to introductory lectures, there will be supervised practice on cases which demonstrate electrolyte and water imbalance. Tuition: \$75.00.

**SPECIAL ANNOUNCEMENT:** Last summer a postgraduate refresher course held in Hawaii was so successful that the USC School of Medicine will offer another refresher course in Hawaii and on board the S.S. *Lurline* from July 29 to August 14. (As a time and money saver, round trip air travel is also possible July 29 to August 10.)

*Contact:* Phil R. Manning, M.D., Associate Dean and Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

## COLLEGE OF MEDICAL EVANGELISTS

**GENERAL SURGERY AND SURGICAL SPECIALTIES. Full-Time Basic Science Course.** Accredited by the American Board of Surgery.

**Surgical Anatomy—Head and Neck** (14 periods, 63 hours), April 22 through June 3. Tuition: \$75.00.

**Surgical Anatomy—Head and Neck** (12 periods, 24 hours), April 22 through June 3. Tuition: \$35.00.

**Each Six Months. Anesthesiology** (6 months, full-time). Vacancy occurs each six months. Limited to 2 students. Tuition: \$350.00.

*For information contact:* Chairman: Committee on Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33.

## CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

### POSTGRADUATE INSTITUTES

**SAN JOAQUIN VALLEY COUNTIES** in cooperation with College of Medical Evangelists, March 19 and 20, Hotel California, Fresno. Chairman: Owen Steinbach, M.D., 3004 Fresno St., Fresno.

**SOUTHERN COUNTIES** in cooperation with University of California, San Francisco, April 23 and 24, Disneyland. Chairman: E. F. Cain, M.D., 200 N. Palm, Anaheim.

**WEST COAST COUNTIES** in cooperation with Stanford University School of Medicine, May 14 and 15, La Playa Hotel and Golden Bough Theater, Carmel. Chairman: Chester G. Moore, Jr., M.D., 440 E. Romie Lane, Salinas.

**NORTH COAST COUNTIES** in cooperation with UCLA School of Medicine, June 5 and 6, Hoberg's Ranch, Lake County. Chairman: Lee Zieber, M.D., 1177 Montgomery Dr., Santa Rosa.

**SACRAMENTO VALLEY COUNTIES** in cooperation with University of Southern California School of Medicine, June 25 and 26, Tahoe Tavern, Lake Tahoe. Chairman: Robert H. Quillinan, M.D., 616 Alhambra Blvd., Sacramento.

**AUDIO DIGEST FOUNDATION**, a nonprofit subsidiary of the C.M.A., now offers (on a subscription basis) a series of hour-long tape recordings designed to keep the physician abreast of current happenings in his particular field. Composed of practice-useful abstracts from 600 leading journals, with short lectures and editorial comments from prominent physicians, Audio Digest offers programs covering general practice, surgery, internal medicine, obstetrics and gynecology, and pediatrics.

AUDIO-DIGEST plans to begin a new series of programs covering the specialty of Anesthesiology. The first of these will be issued early this year. Those wishing to be charter subscribers to this tape-recorded review of what is new and important in the field of Anesthesiology should write to Mr. Claron L. Oakley, Editor, 1919 Wilshire Boulevard, Los Angeles 57, HUbbard 3-3451, for order form and further information.

*Contact:* Claron L. Oakley, editor, 1919 Wilshire Blvd., Los Angeles 57.

## Medical Dates Bulletin

### MARCH MEETINGS

**PIONEERS MEMORIAL HOSPITAL 9th Annual Postgraduate Medical and Surgical Convention.** March 20 and 21, program by University of Colorado Medical School. *Contact:* George Jaquith, M.D., secretary, Route 1, Box 70, Brawley, Calif.

**SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY Meeting,** March 24, 8 p.m., at Los Angeles County Medical Association headquarters. *Contact:* Sherman M. Mellinkoff, M.D., secretary, UCLA Medical Center, Los Angeles 24.

**NEVADA DIVISION, AMERICAN CANCER SOCIETY First Annual Seminar,** March 25 and 26, Riverside Hotel, Reno. *Contact:* Ralph Nelson, executive director, P. O. Box 55, Carson City, Nevada.

**SAN FRANCISCO HEART ASSOCIATION Nurses Institute "Care of the Cardiac Patient,"** March 25 and 26, 8:30 a.m. to 3:30 p.m., Marina Jr. High School, 3500 Fillmore Street, San Francisco. *Contact:* Jean Sullivan, program director, 259 Geary Street, San Francisco.

**AMERICAN ORTHOPSYCHIATRIC ASSOCIATION 36th Annual Meeting,** March 30 through April 1, Sheraton-Palace Hotel, San Francisco. *Contact:* Donald Shaskan, M.D., chairman, Arrangements Committee, Veterans Administration, 49 Fourth St., San Francisco 3.

### APRIL MEETINGS

**AMERICAN GROUP PSYCHOTHERAPY ASSOCIATION 5th Annual Western Regional Meeting.** April 2 and 3, Sheraton-Palace Hotel, San Francisco. 9:00 a.m. to 5:00 p.m. each day. *Contact:* H. S. Morgenstern, M.D., Langley-Porter Clinic, University of California Medical Center, San Francisco 22.

**CALIFORNIA TUBERCULOSIS AND HEALTH ASSOCIATION and CALIFORNIA TRUDEAU SOCIETY Annual Meeting,** April 2 through 4, Villa Motor Hotel, San Mateo. *Contact:* Mrs. Mary C. French, 130 Hayes Street, San Francisco.

AMERICAN ACADEMY OF GENERAL PRACTICE. April 6 through 9, San Francisco. *Contact:* Mr. M. F. Cahal, executive secretary, Volker Blvd. at Brookside, Kansas City 12, Missouri.

LOS ANGELES COUNTY HEART ASSOCIATION Workshop on Work Simplification Techniques for Physicians, Nurses, Occupational Therapists, Physical Therapists, Dietitians, Social Workers. April 7, 1959, Southern California Gas Co., 810 South Flower Street, Los Angeles, 9 a.m. to 4:30 p.m. *Contact:* Rea M. Schneider, M.D., chairman, Heart of the Home Subcommittee, 660 S. Western Avenue, Los Angeles 5.

LONG BEACH SURGICAL SOCIETY "Clinic Day"—Lectures and Round Table Discussions. April 11, 2:00 p.m., Virginia Country Club, 4602 Virginia Road, Long Beach. *Contact:* F. Harriman Jones, M.D., secretary-treasurer, 211 Cherry Ave., Long Beach 2.

AMERICAN ACADEMY OF PEDIATRICS Spring Meeting, April 13 to April 15, Sheraton-Palace Hotel, San Francisco. *Contact:* Charles H. Cutler, M.D., state chairman, Northern California Chapter, 2615 I Street, Sacramento.

AMERICAN ACADEMY OF NEUROLOGY. April 13 through 18, Statler Hotel, Los Angeles. *Contact:* Joseph M. Foley, M.D., Boston City Hospital, Boston, secretary.

CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION Cancer Conference for VENTURA COUNTY MEDICAL SOCIETY. April 14, Oxnard.\*

AMERICAN SURGICAL ASSOCIATION. April 15 through 17, Fairmont Hotel, San Francisco. *Contact:* W. A. Altemeier, M.D., secretary, Cincinnati General Hospital, Cincinnati 29.

PALO ALTO MEDICAL CLINIC Second Annual Medical Symposia: Cardiology and Immunology, April 18, 8:30 a.m., Clinic Auditorium. *Contact:* John F. Weigen, M.D., program chairman, Palo Alto Medical Clinic, Palo Alto, Calif.

BAKERSFIELD SURGICAL SOCIETY Meeting, April 18, 8:30 p.m. *Contact:* Chas. P. Marvin, M.D., 2628 G Street, Bakersfield.

AMERICAN SOCIETY OF INTERNAL MEDICINE 3rd Annual Meeting. April 19, Conrad Hilton Hotel, Chicago. *Contact:* Clyde C. Greene, Jr., M.D., assistant secretary-treasurer, 350 Post Street, San Francisco 8.

AMERICAN COLLEGE OF PHYSICIANS Meeting, Conrad Hilton Hotel, Chicago, April 20-24, 1959. *Contact:* Mr. E. R. Loveland, executive secretary, 4200 Pine Street, Philadelphia 4.

HAWAII MEDICAL ASSOCIATION Annual Meeting, April 23 through 25, Hilo. *Contact:* Miss Lee McCaslin, executive secretary, 510 S. Beretania Street, Honolulu 13.

## MAY MEETINGS

LOS ANGELES COUNTY HEART ASSOCIATION Annual Membership Meeting, May 6, 12 noon, Statler Hotel. *Contact:* C. A. Alexander, executive director, 660 S. Western Avenue, Los Angeles 5.

THE NEVADA ACADEMY OF GENERAL PRACTICE Annual Meeting, May 21 through 23, Riverside Hotel, Reno.

\**Contact:* Walter E. Batchelder, M.D., Medical Director, C.M.A. Cancer Commission, 450 Sutter Street, San Francisco 8.

Program by University of Southern California School of Medicine. *Contact:* Roy M. Peters, M.D., chairman, 475 S. Arlington Avenue, Reno, Nevada.

CALIFORNIA HEART ASSOCIATION Annual Meeting, May 22 through May 24, 1959. Scientific Session and Directors Meeting, Lafayette Hotel, Long Beach. *Contact:* J. Keith Thwaites, executive director, 1428 Bush Street, San Francisco 9.

## SUMMER AND FALL MEETINGS

WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIATION Annual Meeting. June 2 through 5, Sheraton-Palace Hotel, San Francisco. *Contact:* Mrs. L. Amy Darter, secretary-treasurer, 2151 Berkeley Way, Berkeley 4.

ROCKY MOUNTAIN CANCER CONFERENCE, Scientific only, July 22 through 23, 9:00 a.m., Brown Palace Hotel, Denver. *Contact:* N. Paul Isbell, M.D., chairman, 835 Republic Building, Denver 2, Colorado.

NEVADA STATE MEDICAL ASSOCIATION, Annual Session, jointly with Reno Surgical Society, August 19 through 22, Mapes Hotel, Reno. *Contact:* Nelson B. Neff, executive secretary, P. O. Box 188, Reno.

SAINT JOHN'S HOSPITAL Postgraduate Assembly, September 10 through 12, Saint John's Hospital, Santa Monica. *Contact:* John C. Eagan, M.D., director, Postgraduate Assembly, 1328 22nd Street, Santa Monica.

WASHINGTON STATE MEDICAL ASSOCIATION Annual Meeting, September 13 through 16, Olympic Hotel, Seattle, Washington. *Contact:* Ralph W. Neill, executive secretary, 1309 Seventh Avenue, Seattle, Washington.

OREGON STATE MEDICAL SOCIETY Annual Meeting, September 23 through 25, Medford, Oregon. *Contact:* Mr. Roscoe K. Miller, executive secretary, 1115 S.W. Taylor St., Portland 5, Oregon.

SAN FRANCISCO HEART ASSOCIATION 29th Annual Postgraduate Symposium on Heart Disease. September 30, October 1 and 2, 9 a.m. to 5 p.m. daily, St. Francis Hotel, San Francisco. *Contact:* Lawrence I. Kramer, Jr., executive director, 259 Geary Street, San Francisco 2. YUkon 2-5753.

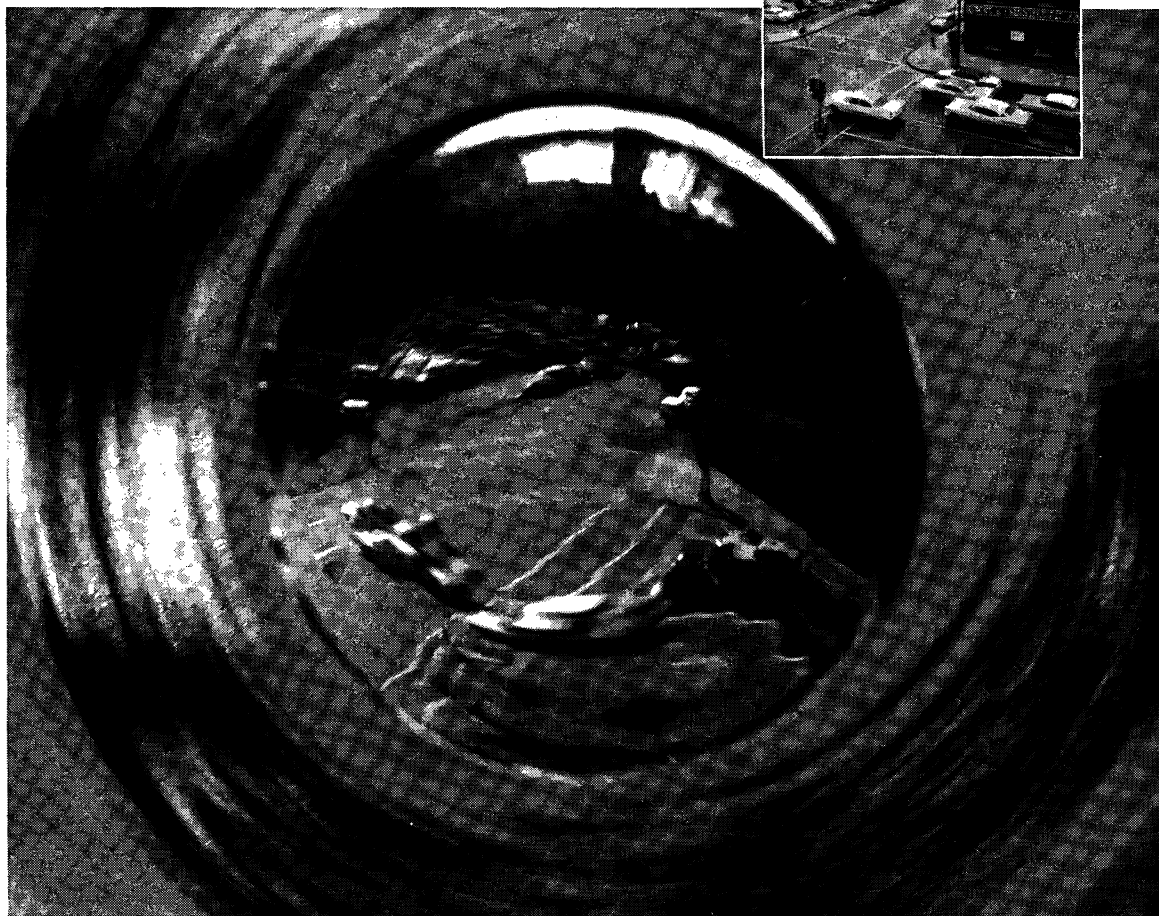
WESTERN INDUSTRIAL MEDICAL ASSOCIATION, INC. 18th Annual Meeting, held in conjunction with Third Western Industrial Health Conference, all day October 2 and 3, Statler Hotel, Los Angeles. *Contact:* A. C. Remington, M.D., medical director, AirResearch Mfg. Co., 9851 Sepulveda Blvd., Los Angeles 45.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE Annual Meeting, October 2 through 4, Miramar Hotel, Santa Barbara. *Contact:* Mrs. Mildred B. Coleman, executive secretary, or Clyde C. Greene, Jr., M.D., secretary-treasurer, 350 Post Street, San Francisco 8.

CALIFORNIA LEAGUE FOR NURSING Annual Meeting, October 8 through October 10, U. S. Grant Hotel, San Diego. *Contact:* Ruth I. Jorgensen, general director, Room 202, 465 Post St., San Francisco 2.

AMERICAN ACADEMY FOR CEREBRAL PALSY Annual Meeting, November 30 through December 2, Statler Hotel, Los Angeles. *Contact:* Margaret H. Jones, M.D., local arrangements chairman, associate professor of pediatrics, UCLA School of Medicine, Los Angeles 24.

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\*Pratt, R. T. C., and McKenzie, W.: Anxiety States Following Vestibular Disorders, Lancet 2:347 (Aug. 16) 1958.

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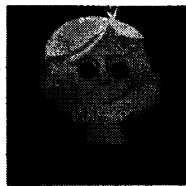
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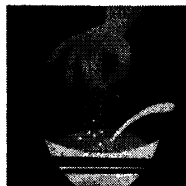
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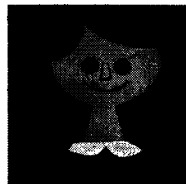
can be chewed like candy



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cereal or other food



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can be sucked and will dissolve like a lozenge



can be easily swallowed (small tablet size)

VIGRAN CHEWABLES *taste like candy*, but contain *no ingredients harmful to teeth*. Important, too, is that VIGRAN CHEWABLES *dissolve easily* in the mouth and *smell good*. These advantages will also appeal to your elderly patients. And VIGRAN CHEWABLES provide at least 125% of the minimum daily requirements for vitamins A, D, B<sub>1</sub>, B<sub>2</sub>, niacinamide and C, and significant amounts of other essential vitamins.

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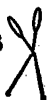
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Niacinamide	25 mg.
d, Calcium Pantothenate	5 mg.
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Menadione (K)	1 mg.
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'Thorazine' is a valuable therapeutic agent in nearly all fields of medicine because of its three fundamental properties:

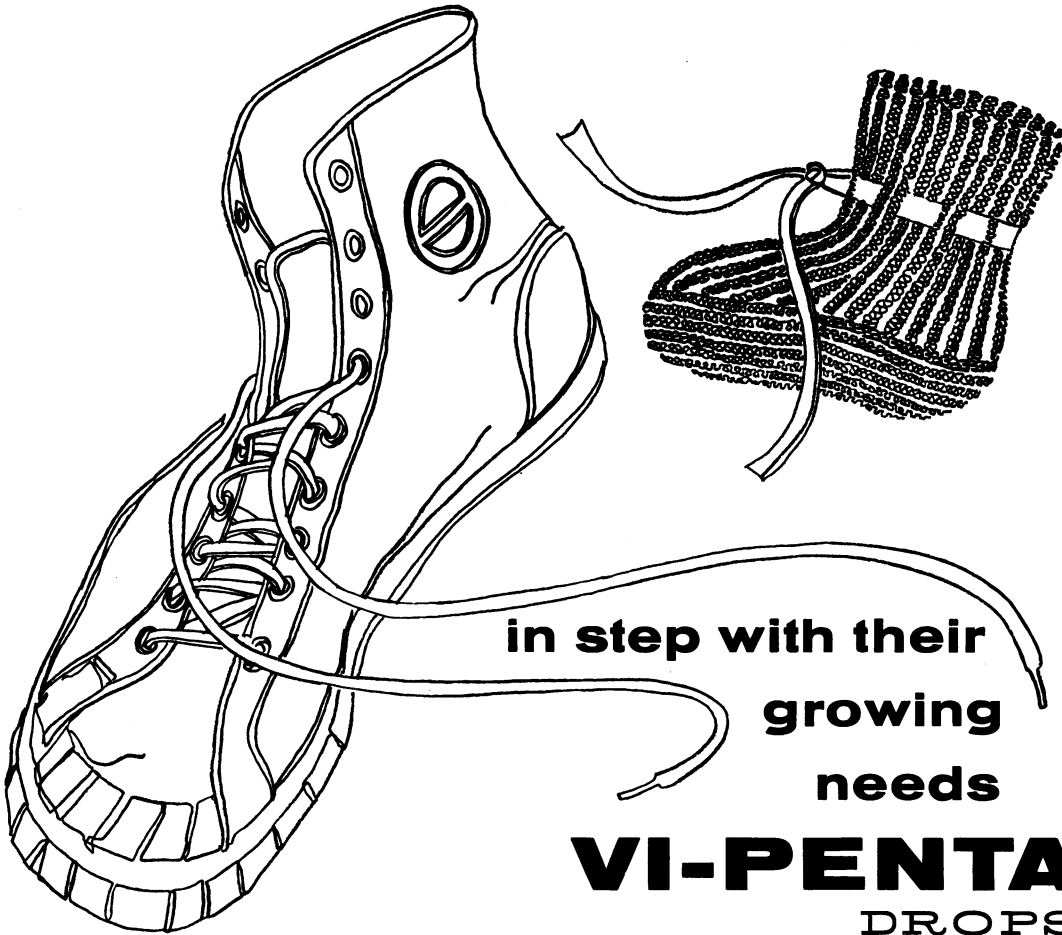
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References: 1. Hart, D.; Bagnall, A. W.; Bunim, J. J., and Polley, F. H.: Ninth International Congress on Rheumatic Diseases, Toronto, Ont. (June 25) 1957. 2. Report of Joint Committee, Medical Research Council & Nuffield Foundation, Treatment of Rheumatoid Arthritis, British Medical Journal (April 13) 1957. 3. Friend, D. G.: New England J. Med. 257:278 (Aug.) 1957.

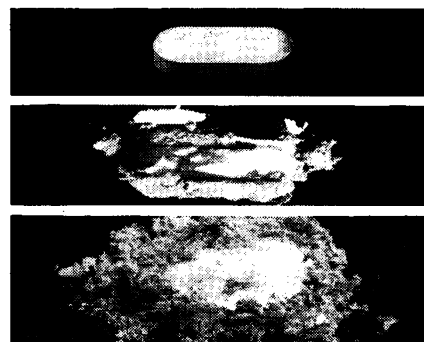
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All Buffered Pabirin is sodium- and potassium-free.

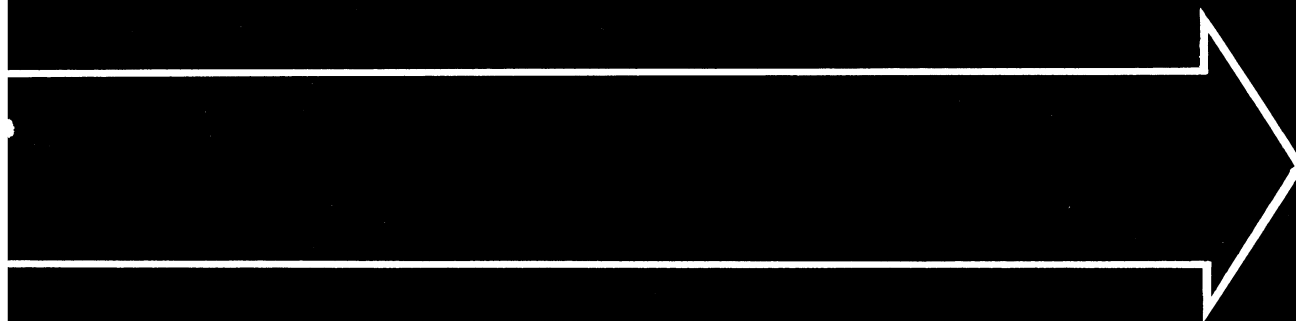
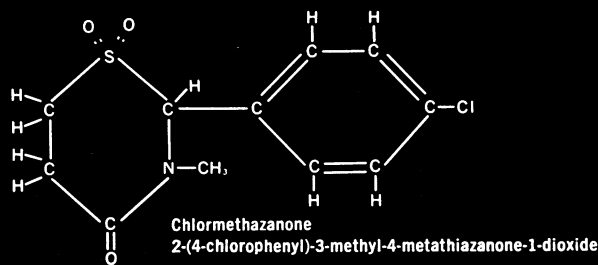
Dosage: Two or three tablets 3 or 4 times daily.



*Photographs show 2-stage  
Tandem Release disintegration.*

*More effective clinically  
in*

*the first true tranquilaxant*



# Trancopal

*the first true*

**TRANQUILAXANT\***

**Potent MUSCLE RELAXANT  
and equally effective as a TRANQUILIZER**

\***tran-qui-lax-ant** (tran'kwi-lak'sant)  
[ < L. *tranquillus*, quiet; L. *laxare*, to  
loosen, as the muscles]

*clinical  
results in  
4092  
patients*

## *Clinical Comments*

“We have just started using it [Trancopal] for relaxing spastic musculature and are *very much encouraged*.”<sup>1</sup>

Baker, University of  
Minnesota Medical  
School

“Chlormethazanone [Trancopal] not only relieved *painful muscle spasm*, but allowed the patients to resume their normal activities with no interference in performance of either manual or intellectual tasks.”<sup>2</sup>

Lichtman, New York  
Polyclinic Medical School  
and Hospital

“The effect of this preparation in these cases [skeletal muscle spasm] was *excellent and prompt* . . .”<sup>3</sup>

Mullin and Epifano, Long  
Island College Hospital

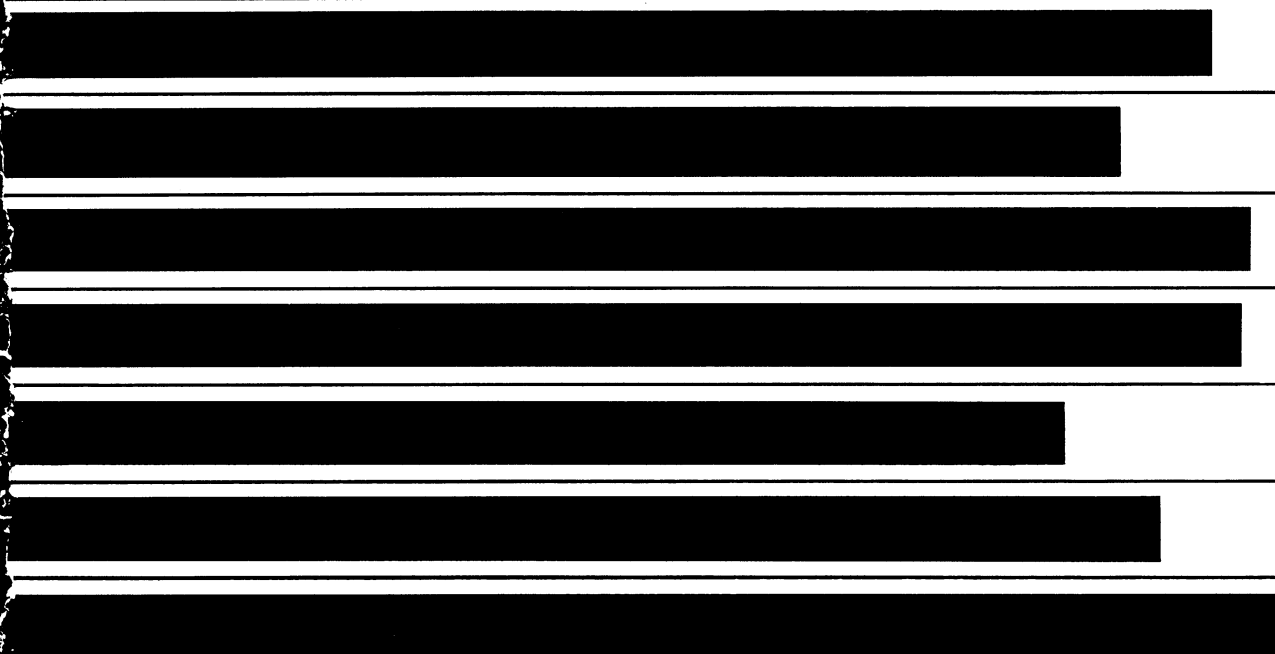
“In 120 patients with *anxiety or tension states*, 114 received satisfactory control of their condition. *Severe dysmenorrhea and premenstrual tension* in 65 patients refractory to the usual medications were relieved satisfactorily in 56.”<sup>4</sup>

Lichtman

# 91% Effective in Musculoskeletal Disorders

## Indications

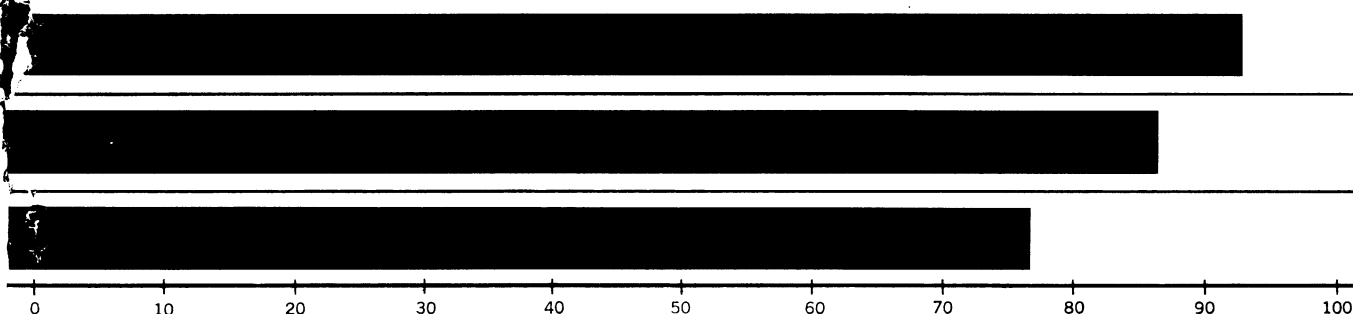
## Degree of Effectiveness†



# 89% Effective in Psychogenic Disorders

## Indications

## Degree of Effectiveness†



The results of clinical studies of over 4092 patients by 105 physicians demonstrate that Trancopal often is effective when other drugs have failed. From these studies it is clear that Trancopal probably can provide more help for a greater number of tense, spastic, and/or emotionally upset patients than any other pharmaceutical agent in current use.

†Excellent, good and fair

### Dosage:

Usual adult dose, 1 Caplet (100 mg.) three or four times daily. Children (from 5 to 12 years), ½ Caplet (50 mg.) three or four times daily.

### Supplied:

Trancopal Caplets® (peach colored, scored) 100 mg., bottles of 100 and 1000.



Winthrop

# *the first true tranquilaxant*

## ADVANTAGES OF TRANCOPAL

- Lower incidence of side effects than with zoxazolamine, methocarbamol or meprobamate.
- No known contraindications. Blood pressure, pulse rate, respiration and digestive processes unaffected by therapeutic dosage. No effects on hematopoietic system or liver and kidney function.
- Low toxicity.
- No gastric irritation. Can be taken before meals.
- No clouding of consciousness, no euphoria or depression.
- No perceptible soporific effect, even in high dosage.

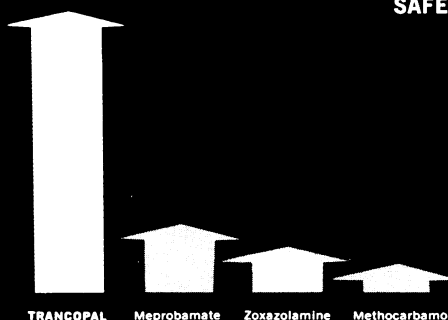
## INDICATIONS

Musculoskeletal

Psychogenic

Neurologic

## SAFETY



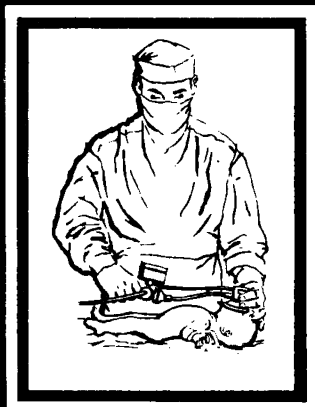
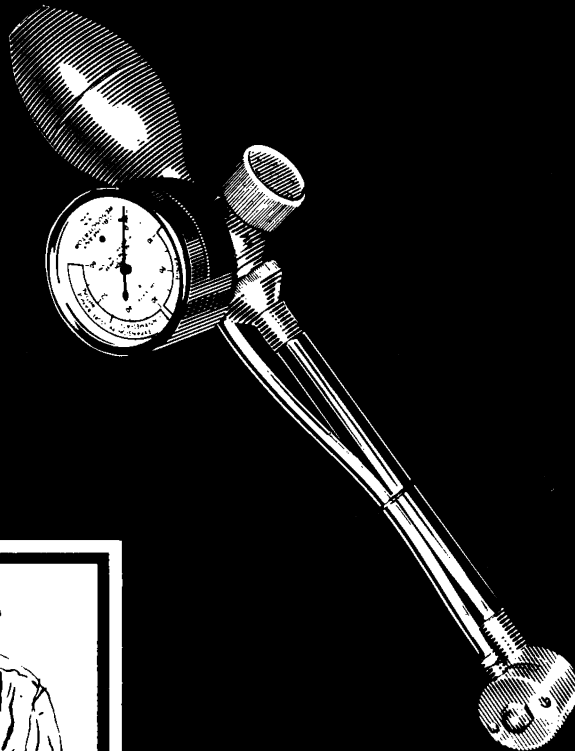
SIDE EFFECTS 2.3%

**Patients without side effects 97.7%**

## SUPPLIED

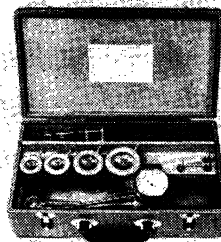
## REFERENCES

# GBL (Goddard-Bennett-Lovelace) Infant Hand Resuscitator for...



- resuscitation of the new-born infant
- overcoming post-natal atelectasis
- relief of infant respiratory congestion

Designed to provide a simple, hand-operated resuscitator completely under the control of the administering physician.



\$195.00 fob Los Angeles complete with case and all accessories

Write for descriptive literature and reprints.



**BENNETT RESPIRATION PRODUCTS, INC.**

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*Distributed East of the Continental Divide by Puritan Compressed Gas Corp.*



**WHY IS IT GOOD PRACTICE**

*to apply long-lasting*

# **NUMOTIZINE<sup>®</sup>** **CATAPLASM**

**FOR RELIEF IN: SPRAINS, BRUISES, CHEST COLDS,  
MUSCULAR ACHES, SORE THROATS?**

# **BECAUSE\***

- \* no other form of medication *combines* specific localized relief with systemic therapeutic benefits.
- \* **NUMOTIZINE** exerts both the accepted analgesic-decongestive action of a medicated cataplasm . . . and acts as a time-release vehicle for the multiple systemic benefits of beechwood creosote, guaiacol and methyl salicylate.
- \* no other form of medication *combines* the benefits of analgesia, decongestion and antipyresis in one continuously effective remedy.

**AS AN ANALGESIC**—Numotizine induces local analgesic activity through its content of guaiacol and beechwood creosote . . . and adds the systemic pain-relieving action of methyl salicylate, which is absorbed through the skin.

**AS A DECONGESTANT**—Numotizine combines the anti-inflammatory effects of guaiacol, the hygroscopic effects of glycerine and the antiphlogistic effects of a kaolin cataplasm.

**AS AN ANTIPYRETIC**—Numotizine incorporates the antifebrile actions of beechwood creosote, methyl salicylate and rapidly absorbed guaiacol.

**AND BECAUSE** Numotizine gives precise control of therapeutic effects . . . does not upset the digestive tract, and produces comforting warmth in the disturbed area.

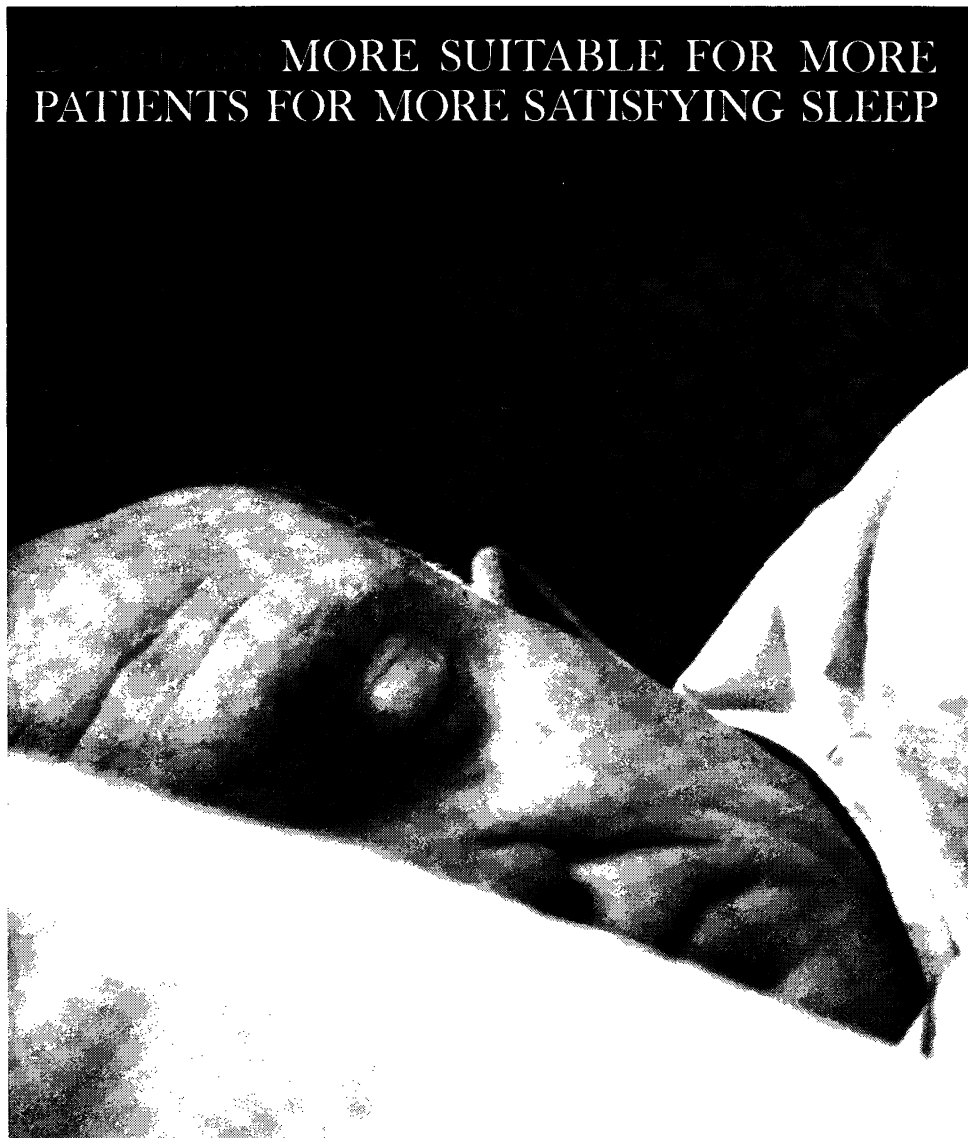
NUMOTIZINE Cataplasm contains: guaiacol, 0.26%; sol. formaldehyde, 0.26%; beechwood creosote, 1.30%; methyl salicylate, 0.26%, in a kaolin-polyol base. Supplied in 4, 8, 15 and 30 oz. jars.



HOBART LABORATORIES, INC.

• CHICAGO 10, ILLINOIS

MORE SUITABLE FOR MORE  
PATIENTS FOR MORE SATISFYING SLEEP

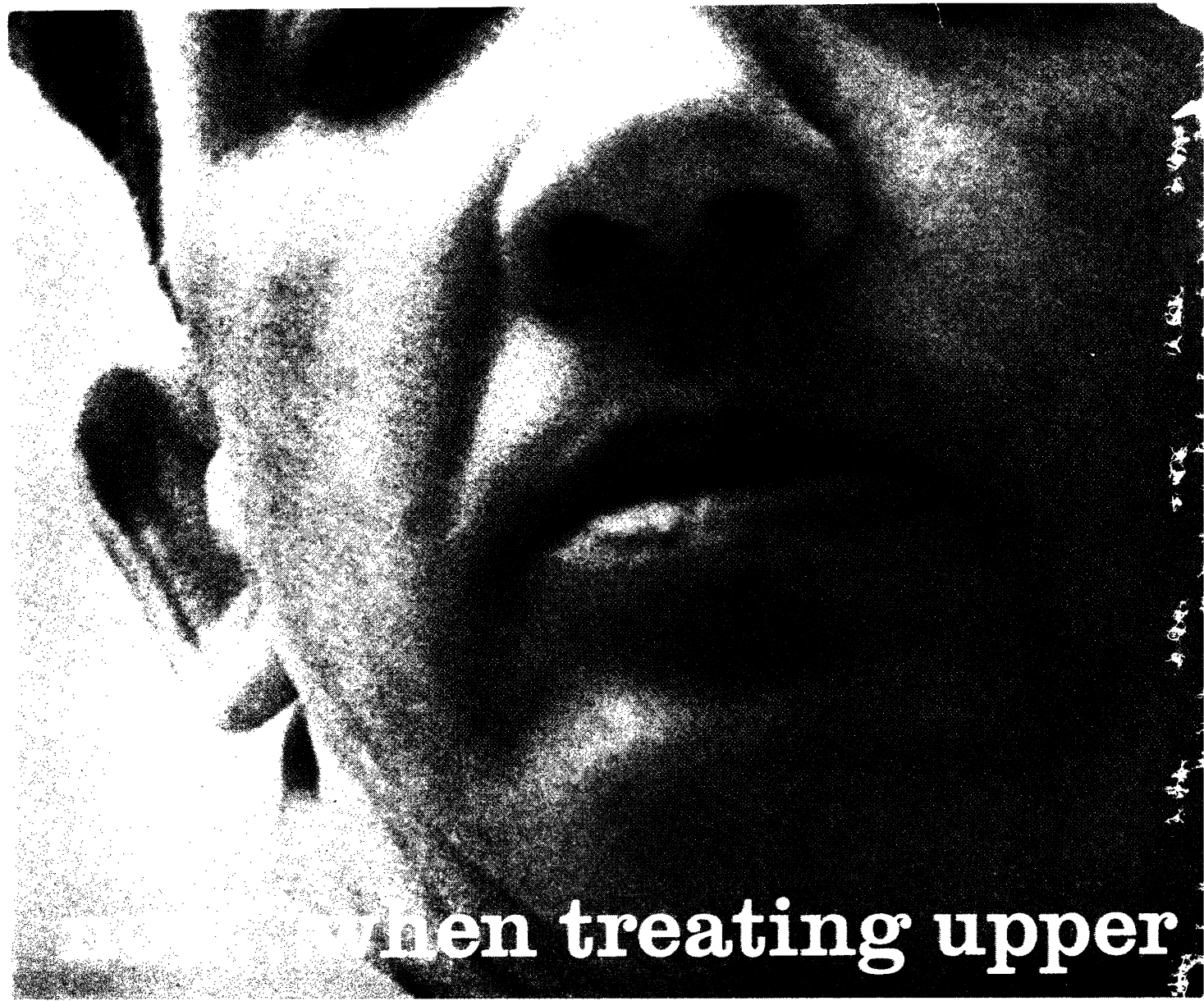


Doriden offers sound, restful sleep for patients who are sensitive to barbiturates, elderly patients, patients with low vital capacity and poor respiratory reserve and those who are unable to use barbiturates because of hepatic or renal disease. Onset of sleep with Doriden is smooth and gradual, usually with no preliminary excitation. Doriden acts within 30 minutes, and sleep lasts for 4 to 8 hours. Except in rare cases, no "hang-over" or "fog," because Doriden is rapidly metabolized. Average dose for insomnia: 0.5 Gm. at bedtime. SUPPLIED: *Tablets*, 0.5 Gm., 0.25 Gm. and 0.125 Gm. For a complimentary supply of Doriden 0.5-Gm. tablets write Ciba, Millbrae, California. Physician's signature and registration number must appear on request.

**DORIDEN**<sup>®</sup>  
(glutethimide CIBA)



2/2619 MK



...when treating upper

# Madribon

Disease	No. of Patients	Response	
		Good or Excellent	Poor
Otitis media	72	65	7
Bronchitis	11	10	1
Obstructive laryngotracheitis	3	3	0
Tonsillitis	21	18	3
Cervical adenitis	13	13	0
Purulent rhinitis or sinusitis	19	16	3
Total	139	125	14

From a study by E. H. Townsend and A. Borgstedt<sup>1</sup>

**safe** "No side reactions to sulfadimethoxine were observed in the entire series of 167 patients."<sup>1</sup> **effective** "Remarkable improvement, characterized by subjective relief and disappearance of inflammatory symptoms, occurred in 107 out of the 111 patients under study."<sup>2</sup> **economical** "In addition to the clinical efficiency attributable to sulfadimethoxine . . . the economy involved in medication with a fast-acting chemotherapeutic agent warrants its early use. . . ."<sup>3</sup>



# respiratory infections

The fastest growing antibacterial bibliography:

1. E. H. Townsend and A. Borgstedt, *Antibiotics Annual 1958-1959*, in press. 2. J. C. Elia, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 3. B. H. Leming, Jr., C. Flanigan, Jr. and B. R. Jennings, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 4. H. P. Ironson and C. Patel, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 5. S. Ross, J. R. Puig and E. A. Zaremba, *Antibiotics Annual 1958-1959*, in press. 6. J. D. Young, Jr., W. S. Kiser and O. C. Beyer, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 7. T. D. Michael, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 8. W. A. Leff, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 9. B. A. Koechlin, W. Kern and R. Engelberg, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 10. R. J.

Schnitzer and W. F. DeLorenzo, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 11. R. J. Schnitzer, W. F. DeLorenzo, E. Grunberg and R. Russomanno, *Proc. Soc. Exper. Biol. & Med.*, 99:421, 1958. 12. W. F. DeLorenzo and R. Russomanno, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 13. B. Fust and E. Boehni, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 14. W. F. DeLorenzo and A. M. Schumacher, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959. 15. W. P. Boger, *Antibiotics Annual 1958-1959*, in press. 16. O. Brandman, C. Oyer and R. Engelberg, *J. M. Soc. New Jersey*, 56:24, Jan. 1959. 17. J. F. Glenn, J. R. Johnson and J. H. Semans, *Antibiotic Med. & Clin. Therapy*, 6:(Suppl. 1), 1959.

## new Madriqid

now available for your convenience  
whenever q.i.d. dosage is desirable

125-mg capsules of Madribon

**Dosage:** MADRIBON, MADRIQID—Consult literature available on request.



MADRIBON™—2,4-dimethoxy-6-sulfanilamido-1,3-diazine  
MADRIQID™  
ROCHE®

TABLETS: 0.5 Gm, double scored, monogrammed, gold colored—bottles of 30 250 and 1000. SUSPENSION: 0.25 Gm/teasp. (5 cc), custard flavored—bottles of 4 oz and 16 oz.

ROCHE LABORATORIES • Division of Hoffmann-La Roche Inc • Nutley 10 • N. J.

**1** Laddeez and gentlemen:  
learn all about new VITERRA PEDIATRIC,  
a good supplement  
in a great new package.

**2** First,  
see what happens when  
you push the metered plunger.

**3** Aha!  
An exact 0.6 cc.  
comes out this spout.  
Never more, never less.

**4** And notice —  
no drip, no waste,  
no sticky bottle.

**5** On your right,  
see the Metered-Flow  
bottle's tight seal.  
No risk of  
contamination.

**6** Let's take a minute  
to admire the formula.

**7** That means  
no hot-weather  
loss of potency.

**8** Now for a farewell treat, a  
taste of delicious, orange-y  
VITERRA PEDIATRIC. How will  
you have it — in fruit juice?  
On cereal? Straight from the  
spoon?

**VITERRA PEDIATRIC**

Each 0.6 cc. contains:

	Adults	Children
Vitamin C	1000 U.S.P. Units	500 U.S.P. Units
Vitamin B <sub>1</sub>	1 mg.	0.5 mg.
Vitamin B <sub>2</sub>	1 mg.	0.5 mg.
Vitamin B <sub>6</sub>	1 mg.	0.5 mg.
Vitamin B <sub>12</sub>	1 mcg.	0.5 mcg.
Vitamin E	50 mg.	25 mg.
Vitamin K	10 mg.	5 mg.
Vitamin A	2 mg.	1 mg.

...for better vitamin E ...  
...daily requirements ...  
...in 50 cc. bottles ...

**METERED-FLOW BOTTLE**

# VITERRA PEDIATRIC

ALLOW 30 SECONDS BETWEEN DISPENSINGS

Special note to doctors who took this tour:

Problems of over- and under-dosage, spillage, spoilage or leakage disappear with VITERRA PEDIATRIC's new Metered-Flow bottle. Why not consider these advantages when you recommend a vitamin supplement?



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Division, Chas. Pfizer & Co., Inc.  
Science for the world's well-being

# REACHING FOR THOSE 9B's NEARLY PUT ME ON THE SHELF...

## Percodan®-Demi & Percodan® Tablets Salts of Dihydrohydroxycodine and Homatropine, plus APC *FOR PAIN*

**ACTS FASTER** — usually within 5-15 minutes.  
**LASTS LONGER** — usually 6 hours or more. **MORE THOROUGH RELIEF** — permits uninterrupted sleep through the night. **RARELY CONSTIPATES** — excellent for chronic or bedridden patients. **VERSATILE** — new "demi" strength permits dosage flexibility to meet each patient's specific needs. PERCODAN-DEMI provides the PERCODAN formula with one-half the amount of salts of dihydrohydroxycodine and homatropine.

**AVERAGE ADULT DOSE:** 1 tablet every 6 hours. May be habit-forming. Federal law permits oral prescription.

Each PERCODAN\* Tablet contains 4.50 mg. dihydrohydroxycodine hydrochloride, 0.38 mg. dihydrohydroxycodine terephthalate, 0.38 mg. homatropine terephthalate, 224 mg. acetylsalicylic acid, 160 mg. phenacetin, and 32 mg. caffeine.

**AND THE PAIN  
WENT AWAY FAST**



*Literature? Write*  
**ENDO LABORATORIES**  
Richmond Hill 18, New York

\*U.S. Pat. 2,628,185

Reaching for 9B shoes and other top shelf sizes is no joke... it gave me a terrible kink in my back.



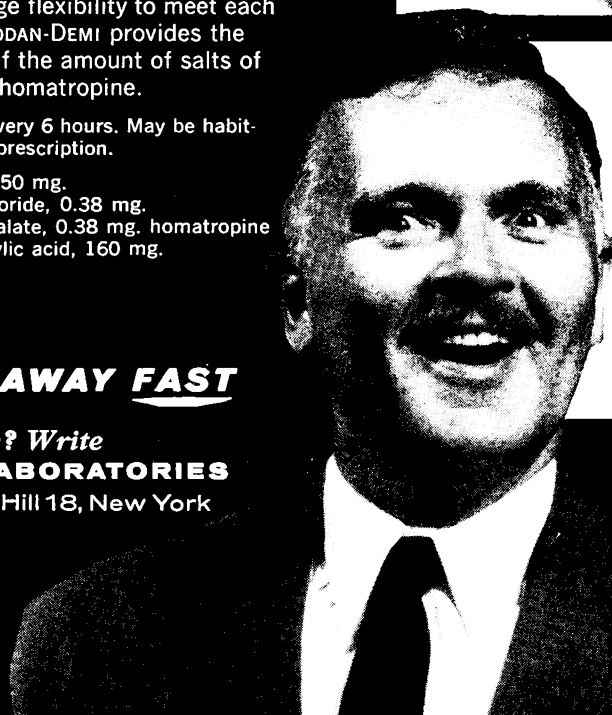
Before the day was over, I could hardly stoop to push a shoehorn.



I called my doctor that night and picked up the tablets he prescribed.



The pain went away fast—in just 15 minutes—and I was back on the job the next morning! But not one 9B customer came in the whole day!





# running noses and open stuffed noses orally

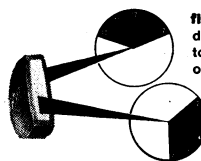
with TRIAMINIC, the oral nasal decongestant

- in nasal and paranasal congestion
- in sinusitis
- in postnasal drip
- in allergic reactions of the upper respiratory tract

safer and more effective than topical medication

- reaches *all* respiratory membranes systemically
- avoids "nose drop addiction"
- presents no problem of rebound congestion
- provides longer-lasting relief

Relief with Triaminic is prompt and prolonged because of this special timed-release action . . . beneficial effect starts in minutes, lasts for hours.



first—the outer layer dissolves within minutes to produce 3 to 4 hours of relief

then—the inner core disintegrates to give 3 to 4 more hours of relief

**Each TRIAMINIC Tablet provides:**

Phenylpropanolamine HCl . . . 50 mg.  
Pheniramine maleate . . . . . 25 mg.  
Pyrilamine maleate . . . . . 25 mg.

One-half of this formula is in the outer layer, the other half is in the core.

**Dosage:** One tablet in the morning, mid-afternoon and in the evening, if needed.

# Triaminic<sup>®</sup>

**Also available:** For the occasional patient who requires only half dosage: timed-release TRIAMINIC JUVELETS. Each Juvelet is equivalent to ½ of a Triaminic Tablet.

For those patients who prefer liquid medication: TRIAMINIC SYRUP. Each 5 ml. tsp. of this palatable syrup is equivalent to ¼ of a Triaminic Tablet.

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska • Peterborough, Canada





To assure  
good  
nutrition—

## PROPER DIGESTION

need not rely on "wishing"

Each double-layered Entozyme tablet contains:

Pepsin, N.F. .... 250 mg.  
—released in the stomach from gastric-soluble outer coating of tablet.

Pancreatin, U.S.P. .... 300 mg.  
Bile Salts .... 150 mg.  
—released in the small intestine from enteric-coated inner core.

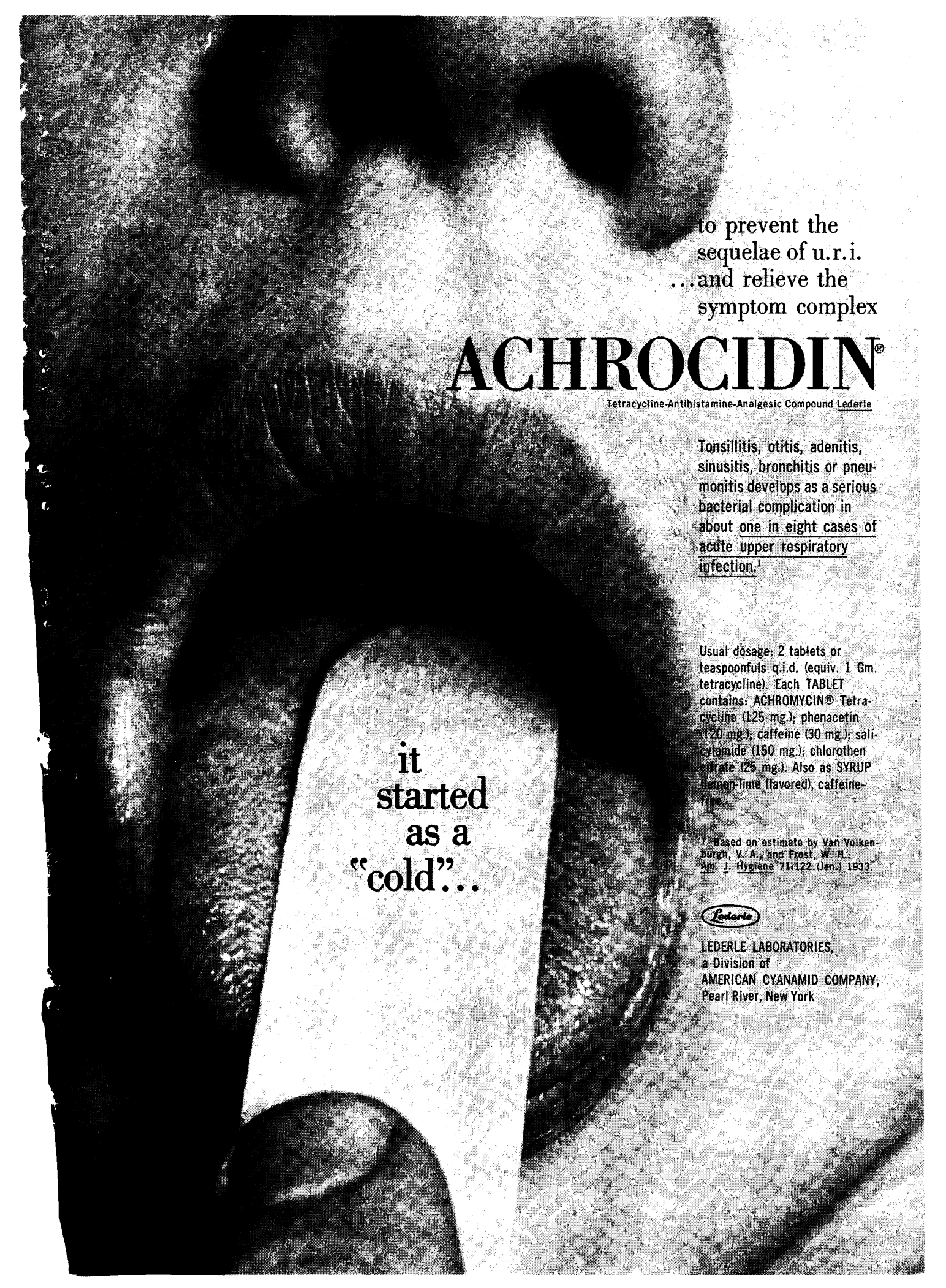
A. H. ROBINS CO., INC.  
Richmond 20, Virginia  
*Ethical Pharmaceuticals of Merit since 1878*

As a comprehensive supplement to deficient natural secretion of digestive enzymes, particularly in older patients, ENTOZYME effectively improves nutrition by bridging the gap between adequate ingestion and proper digestion. Among patients of all ages, it has proved helpful in chronic cholecystitis, post-cholecystectomy syndrome, subtotal gastrectomy, pancreatitis, dyspepsia, food intolerance, flatulence, nausea and chronic nutritional disturbances.

For comprehensive digestive enzyme replacement—

# ENTOZYME®





to prevent the  
sequelae of u.r.i.  
...and relieve the  
symptom complex

# ACHROCIDIN<sup>®</sup>

Tetracycline-Antihistamine-Analgesic Compound Lederle

Tonsillitis, otitis, adenitis,  
sinusitis, bronchitis or pneu-  
monitis develops as a serious  
bacterial complication in  
about one in eight cases of  
acute upper respiratory  
infection.<sup>1</sup>

it  
started  
as a  
"cold"...

Usual dosage: 2 tablets or  
teaspoonfuls q.i.d. (equiv. 1 Gm.  
tetracycline). Each TABLET  
contains: ACHROMYCIN<sup>®</sup> Tetra-  
cycline (125 mg.); phenacetin  
(120 mg.); caffeine (30 mg.); sali-  
cylamide (150 mg.); chlorothen-  
citrate (25 mg.). Also as SYRUP  
(lemon-lime flavored), caffeine-  
free.

<sup>1</sup> Based on estimate by Van Volken-  
burgh, V. A., and Frost, W. H.:  
Am. J. Hygiene 71:122 (Jan.) 1933.



LEDERLE LABORATORIES,  
a Division of  
AMERICAN CYANAMID COMPANY,  
Pearl River, New York

**in  
peptic  
ulcer**

**stop  
the  
pain**

**start  
the  
repair**

**KOLANTYL**

**with 4 needed  
healing actions**

1. **vital antispasmodic action**—BENTYL—Merrell's fast, safe antispasmodic . . . relieves spasm-pain promptly, without atropine-like side effects. 2. **balanced acid-neutralizing action**—magnesium oxide and aluminum hydroxide—prompt, long-lasting relief . . . no laxation, no constipation. 3. **demulcent action**—Methylcellulose—soothing protective coating covers ulcerated area, promotes healing. 4. **antienzyme-antipepsin action**—Sodium Lauryl Sulfate—effectively curbs necrotic effects of pepsin and lysozyme . . . prevents

further erosion. **Dosage**—Gel: 2 to 4 teaspoonfuls every 3 hours, or as needed. Tablets: 2 tablets (chewed for more rapid action) every 3 hours, or as needed. **NON-CONSTIPATING . . . NON-LAXATING**

TRADEMARKS: "BENTYL," "KOLANTYL"



**THE WM. S. MERRELL COMPANY**  
New York • CINCINNATI • St. Thomas, Ontario  
Another Exclusive Product of Original Merrell Research

**Formula:** Each tablet or 10 cc. gel contains:

Bentyl (dicyclomine) Hydrochloride . . . 5 mg. / Aluminum Hydroxide Gel, Dried . . . 400 mg. / Magnesium Oxide, Heavy . . . 200 mg.  
Sodium Lauryl Sulfate . . . 25 mg. / Methylcellulose . . . 100 mg.

**conceals better**  
**peels better**  
**heals better**

**DESITIN<sup>®</sup>**  
**ACNE** *cream*

- conceals acne lesions with a skin harmony not achieved before — no medicated or mask-like look.
- anti-seborrheic, gently keratolytic, reduces excess oiliness without irritation. Combats secondary infection.
- markedly reduces comedones and pustules, helps speed healing as shown by recent studies.<sup>1-2</sup>

Combines colloidal sulfur, resorcinol, zinc oxide and hexachlorophene in a flesh-tinted, quick-drying, cosmetically elegant and superior base. Pleasant to use, greaseless.

Please write for **SAMPLES** and reprints  
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 812 Branch Avenue, Providence 4, R. I.

1. Bleiberg, J.: J. Med. Soc. New Jersey, Aug. 1957.

2. Weissberg, G.: Clinical Medicine, Feb. 1958.

**DESITIN SOAP**



...ideal for cleansing teen-agers' skin.



new 3-way  
build-up for  
the under par  
child...

**Improve appetite and energy**

with ample amounts of vitamins—B<sub>1</sub>, B<sub>6</sub>, B<sub>12</sub>.

**strengthen bodies with needed protein**

Through the action of L-Lysine, cereal and other low-grade protein foods are up-graded to maximum growth potential.

**discourage nutritional anemia**

with iron in the well-tolerated form of ferric pyrophosphate.

*new*

# NCREMIN<sup>®</sup>

Lysine-Vitamins

## WITH IRON SYRUP

delicious  
cherry flavor—  
no unpleasant  
aftertaste



Average dosage is 1 teaspoonful daily. Available in bottles of 4 and 16 fl. oz.

Each teaspoonful (5 cc.) contains:

L-Lysine HCl	300 mg.
Vitamin B <sub>12</sub> Crystalline	25 mcgm.
Thiamine HCl (B <sub>1</sub> )	10 mg.
Pyridoxine HCl (B <sub>6</sub> )	5 mg.
Ferric Pyrophosphate (Soluble)	250 mg.
Iron (as Ferric Pyrophosphate)	30 mg.
Sorbitol	3.5 Gm.

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York



# for depression

## ▲ Deprol<sup>†</sup> ▲

*Clinically confirmed  
in over 2,500  
documented  
case histories<sup>1,2</sup>*

### CONFIRMED EFFICACY

- Deprol* ► acts promptly to control depression  
*without stimulation*
- restores natural sleep
  - reduces depressive rumination and crying

### DOCUMENTED SAFETY

*Deprol is unlike amine-oxidase inhibitors*

- does not adversely affect blood pressure  
or sexual function
- causes no excessive elation
- produces no liver toxicity
- does not interfere with other drug therapies

*Deprol is unlike central nervous stimulants*

- does not cause insomnia
- produces no amphetamine-like jitteriness
- does not depress appetite
- has no depression-producing aftereffects
- can be used freely in hypertension and  
in unstable personalities

**Dosage:** Usual starting dose is 1 tablet q.i.d. When necessary, this dose may be gradually increased up to 3 tablets q.i.d.

**Composition:** Each tablet contains 400 mg. meprobamate and 1 mg. 2-diethylaminoethyl benzilate hydrochloride (benactyzine HCl).

**Supplied:** Bottles of 50 scored tablets.

1. Alexander, L.: Chemotherapy of depression—Use of meprobamate combined with benactyzine (2-diethylaminoethyl benzilate) hydrochloride. J.A.M.A. 166:1019, March 1, 1958. 2. Current personal communications; in the files of Wallace Laboratories.





over and above the rapid relief and improvement of symptoms  
**Decadron helps restore a "natural" sense of well-being**

THE MOST EFFECTIVE OF ALL ANTI-INFLAMMATORY CORTICOSTEROIDS

**Decadron**   
DEXAMETHASONE

 Merck Sharp & Dohme

treats more patients more effectively



the crowning  
achievement of  
the first  
corticosteroid  
decade



# Decadron®

DEXAMETHASONE

treats more patients more effectively

Comprehensive and thorough clinical trials show that **DECADRON** on a milligram basis is the most effective of all oral corticosteroids ■ **DECADRON** is virtually free of sodium retention, potassium depletion, hypertension, or edema ■ **DECADRON** is virtually free of diabetogenic effect in therapeutic doses ■ **DECADRON** has not caused any new or unusual reactions ■ **DECADRON** helps restore a "natural" sense of well-being.

**INDICATIONS:** All allergic and inflammatory disorders amenable to corticosteroid therapy. **CONTRAINDICATIONS:** Herpes simplex of the eye is an absolute contraindication to corticosteroid therapy. **DECADRON** should be administered with the same precautions observed with other corticosteroid therapy. **DOSAGE AND ADMINISTRATION:** Transfer of patients from other corticosteroids to **DECADRON** may usually be accomplished on the basis of the following milligram equivalence:

one 0.75 mg. tablet of **Decadron\*** (dexamethasone) replaces:

↓ One 4 mg. tablet of	↓ One 5 mg. tablet of	↓ One 20 mg. tablet of	↓ One 25 mg. tablet of
methylprednisolone or triamcinolone	prednisolone or prednisone	hydrocortisone	cortisone

**SUPPLIED:** As 0.75 mg. scored pentagon-shaped tablets. Also as 0.5 mg. tablets, to provide maximal individualized flexibility of dosage adjustment, since many patients achieve adequate control even on lower dosage.

Detailed literature is available on request.

\*DECADRON is a trademark of Merck & Co., Inc.



Merck Sharp & Dohme  
Division of Merck & Co., Inc., Philadelphia 1, Pa.



*"Antacid? Rorer's Maalox. It doesn't constipate and patients like its taste better  
...By the way, try their new double strength Tablet Maalox No. 2. It's great!"*

.....

MAALOX® an efficient antacid suspension of magnesium-aluminum hydroxide gel offered in bottles of 12 fluidounces.

TABLET MAALOX: 0.4 Gram (equivalent to one teaspoonful), Bottles of 100.

TABLET MAALOX No. 2: 0.8 Gram, double strength (equivalent to two teaspoonfuls), Bottles of 50 and 250.

Samples on request.

WILLIAM H. RORER, INC., Philadelphia 44, Pennsylvania

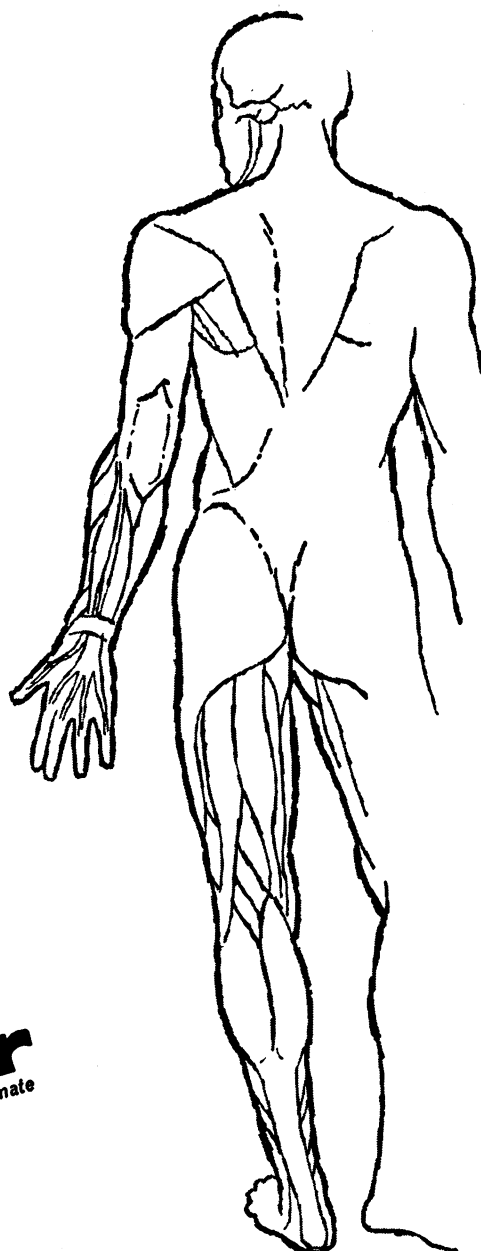
**DISAPPOINTED** with skeletal muscle relaxants that cause GI distress, drowsiness, and dizziness.....



## **Sinaxar**

the new, different chemical structure—unlike any other skeletal muscle relaxant currently available—is

- a "pure" muscle relaxant, with specificity of action
- free of adverse physical or psychic side effects, for all practical purposes
- consistently effective in cases involving skeletal muscle spasm
- long acting; no fleeting effects



**A<sup>®</sup>**

(STYRAMATE, ARMOUR)

**Sinaxar**  
2-hydroxy 2-phenylethyl carbamate

**Dosage:** Two tablets 3 to 4 times daily. **Supplied:** 200 mg. tablets in bottles of 50.

ARMOUR PHARMACEUTICAL COMPANY • KANKAKEE, ILLINOIS / *a leader in biochemical research*



**TEST-ESTRIN® T.A.**  
(Timed Action)

*provides consistent*

**SMO-O-OTH SYMPTOMATIC**

**RELIEF...fluctuating peaks and**

**valleys are avoided ...**

*A feeling of confidence is restored*

Test-Estrin, T.A. provides a physiologic combination of estrogen and androgen. Fifty per cent of the dose is released in approximately four hours, balance in approximately eight hours.<sup>2</sup> Gastric irritation and nausea are rarely experienced.<sup>3</sup> The synergistic effect of both gives results superior to either hormone alone. Seventy-two percent of the patients *preferred* the combination.<sup>4</sup>

1. Payne, S. A., Skeels, R. F.: Private Communication
2. Feinblatt, T. M., Ferguson, E. A. Jr.: CRT. New England Jrl. of Med. 254: 940-943 May 17, 1956
3. Hawkinson, L. F.: Private Communication
4. Glass, S. J.: Annals West. Med. & Surg. 3: 186, 1949

**MARLYN COMPANY, INC.**

8332 beverly boulevard  
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telephone webster 6-7229

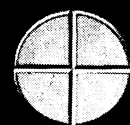


**BIOLOGICALS • PHARMACEUTICALS**

*Formula:*

Each Capsule Contains:  
ETHYNYL ESTRADIOL . . .0.03 mg  
METHYL TESTOSTERONE 3.5 mg

**JUST  
ONE  
TABLET  
DAILY**



**provides therapeutic sulfa levels for 24 hours...**

Highly soluble in acid and alkaline media...  
rapidly absorbed, producing fast, effective  
plasma-tissue concentrations sustained for the  
entire day. Simple, single 0.5 Gm. daily dose  
minimizes patient dosage confusion. At least  
equivalent to 4 to 6 Gms. daily of previous  
sulfonamides. Does not produce renal  
complications.<sup>1</sup>

**with low incidence of sensitivity reactions...**

KYNEX is extremely low in toxic potential.<sup>2,3</sup>  
Cutaneous or other objective sensitivity  
reactions are rare, as demonstrated in a large  
scale evaluation of clinical toxicity.<sup>2</sup> Also minor  
subjective reactions are less likely to develop  
when the recommended dosage is used.<sup>2</sup>

Dosage: Adults, 0.5 Gm. (1 tablet) daily following an initial  
first-day dose of 1 Gm. (2 tablets).

TABLETS, 0.5 Gm., Bottles of 24 and 100.

also available—KYNEX Acetyl Pediatric Suspension, cherry-  
flavored, 250 mg. sulfamethoxypyridazine activity per tea-  
spoonful (5 cc.). Bottles of 4 and 16 fl. oz.

1. Editorial, New England J. Med. 258:48, 1958.

2. Vinnicombe, J.: Antibiotic Med & Clin. Ther. 5:474, 1958.

3. Sheth, U. K., et al.: Ibid., p. 604, 1958.

**for improved control**

**WHENEVER SULFAS ARE INDICATED**

# KYNEX®

Sulfamethoxypyridazine Lederle



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## CLASSIFIED ADVERTISEMENTS

(Continued from Front Advertising Section, Page 34)

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**SENIOR SURGICAL RESIDENT.** For 400-bed accredited County General Hospital in community offering pleasant living within 2-hour drive of San Francisco. Surgical staff approved for preceptorship by American Board of General Surgery. Hospital has 8 A.M.A. approved general residency positions. California license or eligibility and 3 years experience. Good stipend. Contact Medical Director, Stanislaus County Hospital, 830 Scenic Drive, Modesto, California.

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**YOUNG PHYSICIAN**, married, one year of Internal Medicine, seeks locum tenens in May and June in either Los Angeles, San Francisco, or their immediate districts. Box 94,730, California Medicine.

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**INDUSTRIAL PRACTICE** with equipment. Client has lease on building in unopposed industrial area, nets over \$50,000 per annum. Highly recommended. Location in Los Angeles area. Information to qualified buyers. Helen Buchan, 510 West Sixth Street, Los Angeles.

**EXCELLENT 5-YEAR PRACTICE** in Los Angeles northwest area. Available July 1, 1959. Leaving for residency. Equipment and patients' records available. Will introduce if desired. Gross income last year \$49,000. Box 94,715, California Medicine.

*Have you moved recently? . . .*

then please send old address as imprinted on mailing label of *California Medicine* and new address to: *California Medicine*, 450 Sutter St., San Francisco 8. (Allow four weeks for change over).

**SPECIALIZING IN MEDICAL PRACTICES** and properties. Your listings handled in strict confidence and no referrals without your prior approval of the prospective buyer. Helen Buchan, 510 West Sixth Street, Los Angeles 14.

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**FRESNO, CALIFORNIA.** Cedar Village Medical Center. New medical offices with pharmacy and clinical laboratory. Ample parking, over 1,000 square feet, individually air conditioned, four (4) examining rooms, consultation room, laboratory, wired music, built in refrigerator, built in safe, excellent lighting. Excellent opportunity for Pediatrician or General Practitioner. A. N. Apregan, 4150 Clinton Avenue, Fresno.

**MONTEREY PENINSULA**—Monterey, California, for sale or for rent, furnished or unfurnished, beautiful office in Pacific Medical Dental Building. Approximately 1000 square feet. Former occupant now in Navy. Other occupants are two general practitioners and one dentist. Suitable any specialty. Contact W. A. Carnazzo, M.D., 464 Pacific Street, Monterey, California.

**MEDICAL SUITE**, 893 Sir Francis Drake Boulevard. Part or entire suite available. Downtown San Anselmo. Telephone GLenwood 3-7501.

**FOR RENT: AVAILABLE AT ONCE**—Suite in new Medical Building, Mill Valley, Southern Marin County, California. Excellent opening for pediatrician. Off-street parking. I. N. Tucker, M.D., 25 Evergreen Street, Mill Valley, California. DUnlap 8-5164.

**SANTA ANA — SOUTHERN CALIFORNIA — MEDICAL SUITE FOR LEASE.** New, modern, architecturally designed and air-conditioned. Exceptionally beautiful building in a desirable residential neighborhood, corner location. Other suite occupied by well-established dentist. Successful practice assured conscientious doctor. Contact J. J. Krueger, D.D.S., 1126 North Flower Street, Santa Ana, California. KI 2-8218.

**ANAHEIM**—New Medical suites in an ideal location. Individually air-conditioned and FM furnished. Premises has 6 suites, a pharmacy, and adequate parking area. Contact William Kort, D.D.S., 601 South Palm Street, Anaheim, California. Telephone PRospect 2-0630, collect.

**SAN MATEO. FURNISHED SUITE** to share either part or full time. Attractive modern medical building. Private offices, examining rooms, laboratory. Near Mills Memorial and Peninsula Hospitals, laboratories and consultant specialists. Available to surgeon, neurologist, endocrinologist, allergist or sub-specialty. Box 94,735, California Medicine.

**PALO ALTO NEW MEDICAL DENTAL SUITES NOW READY.** Alma Street and East Meadows Drive. Very attractive building on ground floor within extensive landscaped area. Ample off-street parking, and located in fast growing section away from congestion. Air conditioned. E. J. Nackord, Owner. P. O. Box 601, San Carlos. Descriptive brochure available. Telephone LY 1-0986.

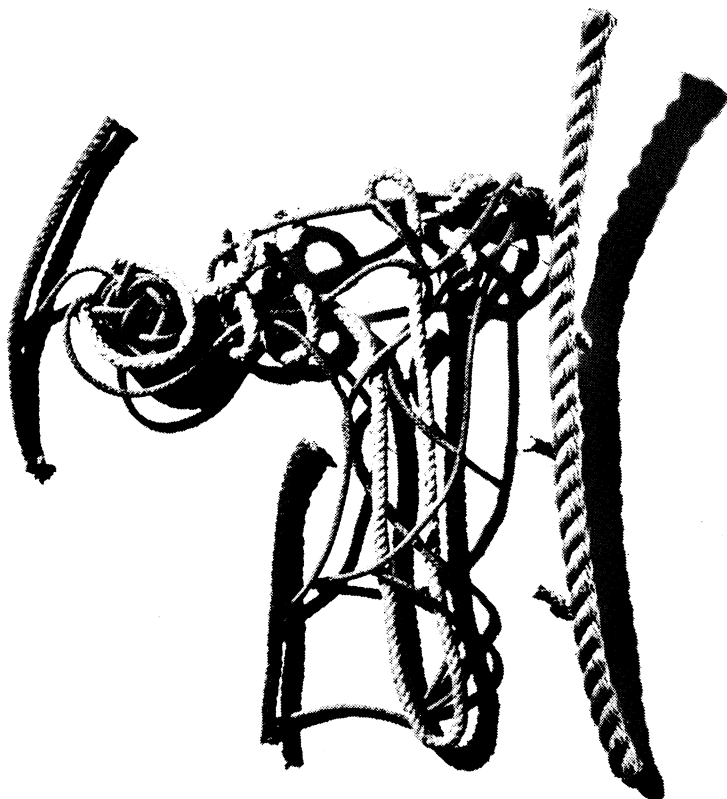
**FOR RENT IN PALO ALTO**, a medical suite. Immediately available in most desirable location of city; 1100 sq. ft. Building is modern, 3½ years old with attractive landscaping; off-street parking facilities. Suite #1, 850 Middlefield Road, Palo Alto, California. Telephone: Davenport 4-0056.

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**LAKE COUNTY RANCHES**, walnut groves, summer homes, hunting acreage. No smog. Little, if any, fog in Lake County. A place to relax. All inquiries gladly answered. E. L. Barber, Licensed Real Estate Broker, Middletown, Lake County, California. Telephone: YUkon 7-3350.



brand of nitrofurantoin

# FURADANTIN<sup>®</sup>

## PYELONEPHRITIS

"A DISEASE OF THE TUBULES"<sup>1</sup> as well as the glomeruli. In pyelonephritis, "the tubules suffer from damage to their lining cells which show cloudy swelling, granular degeneration and diminution in size. Inflammatory cells and colloid casts are found in the lumen of the tubules. . . . The glomeruli remain normal over a long period."<sup>1</sup>

in addition to simple glomerular filtration, FURADANTIN is actively excreted by the tubule cells.

FURADANTIN "may be unique as a wide-spectrum antimicrobial agent that is bactericidal, relatively nontoxic, and does not invoke resistant mutants."<sup>2</sup>

Supplied: Tablets, 50 and 100 mg.; Oral Suspension, 25 mg. per 5 cc. tsp.

References: 1. Smith, I. M., and Lenyo, L.: Am. Practitioner 9:78, 1958. 2. Waisbren, B. A., and Crowley, W.: A.M.A. Arch. Int. M. 95:653, 1955.

NITROFURANS—a new class of antimicrobials—neither antibiotics nor sulfonamides



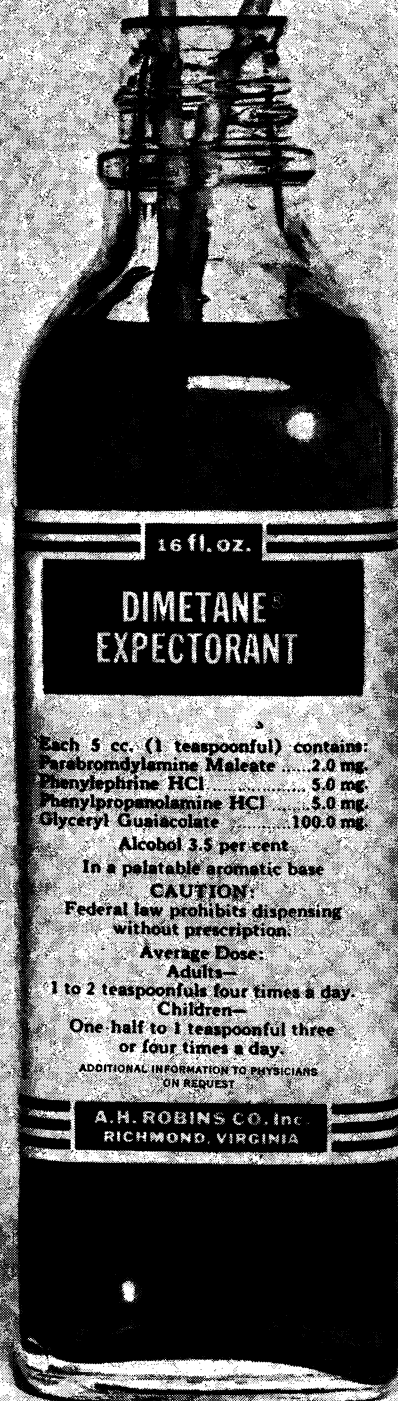
EATON LABORATORIES, NORWICH, NEW YORK



new  
for  
cough

tastes  
good

the straws just symbolize the good flavor! And DIMETANE EXPECTORANT for cough is as effective as it is delicious. FORMULA: each 5 cc. (1 teaspoonful) contains: DIMETANE (Parabromdylamine Maleate) 2.0 mg.; Glyceryl Guaiacolate 100.0 mg.; Phenylephrine Hydrochloride, USP 5.0 mg.; Phenylpropanolamine Hydrochloride, NNR 5.0 mg.; Alcohol 3.5% in a good-tasting aromatic base.



works  
better

combines the unsurpassed antihistamine Dimetane with the clinically proven expectorant glyceryl guaiacolate (which increases R.T.F. almost 200%) and two recognized decongestants. When additional cough suppressant action is indicated, prescribe DIMETANE EXPECTORANT-DC, which provides the basic formula with dihydrocodeinone bitartrate 1.8 mg. per 5 cc. (exempt narcotic).

Dimetane® Expectorant   
Dimetane® Expectorant-DC

(WITH DIHYDROCODEINONE BITARTRATE 1.8 MG./5CC.)

# COSA-TETRACYN\*

## proven in research

1. Highest tetracycline serum levels<sup>1,2</sup>
2. Most consistently elevated serum levels<sup>1</sup>
3. Safe physiologic potentiation with a natural human metabolite<sup>3</sup>

## proven in practice

4. Rapid clinical response<sup>4,5,6</sup>
5. Unexcelled toleration<sup>4,5,6,7,8</sup>

*capsules ■ oral suspension ■ pediatric drops*

125 mg.  
250 mg.

orange-flavored,  
2 oz. bottle, 125 mg.  
per teaspoonful (5 cc.)

orange-flavored,  
10 cc. bottle,  
100 mg. per cc.

*Pfizer Science for the world's well-being*

### **Pfizer Laboratories**

*Division, Chas. Pfizer & Co., Inc.  
Brooklyn 6, N. Y.*

REFERENCES: 1. Carlozzi, M.: Ant. Med. & Clin. Therapy 5:146 (Feb.) 1958. 2. Welch, H.; Wright, W. W., and Staffa, A. W.: Ant. Med. & Clin. Therapy 5:52 (Jan.) 1958. 3. Welch, E.: Dent. Med. Wschr. (April) 1956. 4. Shalowitz, M.: Clin. Rev. 1:25 (April) 1958. 5. Nathan, L. A.: Arch. Pediat. 75:251 (June) 1958. 6. Cornbleet, T.; Chesrow, E., and Barsky, S.: Ant. Med. & Clin. Therapy 5:328 (May) 1958. 7. Stone, M. L.; Sedlis, A.; Bamford, J., and Bradley, W.: Ant. Med. & Clin. Therapy 5:322 (May) 1958. 8. Harris, H.: Clin. Rev. 1:15 (July) 1958.

Trademark for glucosamine-potentiated tetracycline



**Still**  
**in the**  
**picture**  
*with...*

# NIATRIC<sup>TM</sup>

**TABLETS AND ELIXIR**

**To add life to years—not merely years to life . . .** Niatric sharpens mental acuity and promotes a return to more normal social and physical activity for your aged patients.

In the Old Age Syndrome . . . Niatric relieves confusion, forgetfulness, irritability, depression and apathy—the penalties of advancing age.

- Niatric improves respiration and cerebral function
- Niatric improves circulation
- Niatric protects capillary integrity
- Niatric prevents brain tissue hypoxia

Niatric contains:	Each Tablet:	5 cc. Elixir:
Pentylentetrazol	100 mg.	100 mg.
Nicotinic Acid	50 mg.	50 mg.
Ascorbic Acid	100 mg.	100 mg.
Bioflavonoids	100 mg.	-----
Alcohol	-----	15%

Average Dose: 1 tablet or 1 tsp. (5 cc.) t.i.d.

Supply: Tablets, bottles of 100 and 500.  
 Elixir, bottles of 1 pint.

Send now for samples and literature . . .



**B. F. ASCHER AND COMPANY, INC.**

Ethical Medicinals / Kansas City, Missouri



Allergy-free...all day...  
with this much medication



Typically, the allergic patient can enjoy a whole day's freedom from symptoms with just one Pyribenzamine Lontab in the morning—a whole night of restful sleep with just one Lontab in the evening.

The outer shell of the unique Lontab actually contains an effective dose of Pyribenzamine which is released minutes after the Lontab enters the stomach. Thereafter, medication is released uniformly and continuously from the specially formulated inner core of the Lontab—sustaining antiallergic effect as long as 12 hours.

For patients who need only periodic medication, regular Pyribenzamine tablets provide fast, dependable action, with a minimum of undesirable side effects.

**SUPPLIED:** Pyribenzamine Lontabs—full-strength—100 mg. (light blue). Pyribenzamine Lontabs—half-strength—50 mg. (light green); for children over 5 and adults who require less antiallergic medication. Pyribenzamine Regular Tablets, 50 mg. (green, scored) and 25 mg. (green, sugar-coated).

**Pyribenzamine®** hydrochloride (*tripelennamine hydrochloride* CIBA)      **Lontabs®** (*long-acting tablets* CIBA)

2/2021MK

C I B A SUMMIT, N. J.

# Pyribenzamine® Lontabs®

JUST ONE KEEPS YOUR ALLERGIC PATIENT ON A 12-HOUR THERAPEUTIC PLATEAU

# R TAO

PRONOUNCED TAY-O

(thiacetylsandamycin)

Capsules / Oral Suspension

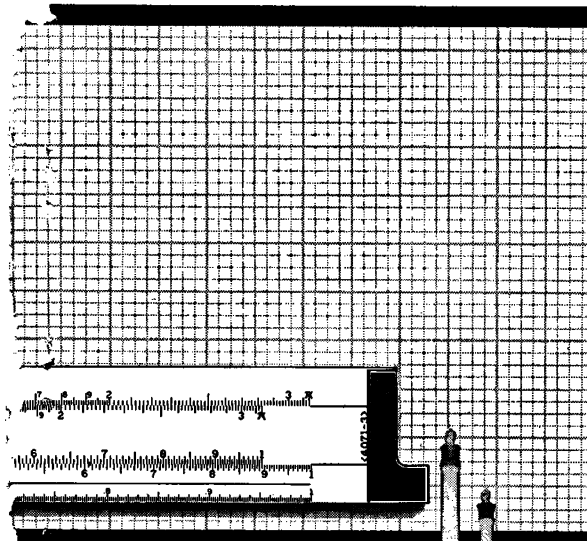
\* designed for  
superior control of  
common Gram-positive  
infections



in the  
patient:

95% effective in published cases<sup>1-8</sup>

Conditions treated	No. of Patients	Failure
<b>ALL INFECTIONS</b>	<b>558</b>	<b>30</b>
<b>Respiratory infections</b>	<b>258</b>	<b>19</b>
Pharyngitis and/or tonsillitis	65	2
Pneumonia	90	7
Infectious asthma	44	6
Otitis media	31	3
Other respiratory (bronchitis, bronchiolitis, bronchiectasis, pneumonitis, laryngotracheitis, strep throat)	28	2
<b>Skin and soft tissue infections</b>	<b>230</b>	<b>18</b>
Infected wounds, incisions and lacerations	41	1
Abscesses	51	1
Furunculosis	58	1
Acne, pustular	43	1
Pyoderma	19	1
Other skin and soft tissue (infected burns, cellulitis, impetigo, ulcers, others)	18	1
<b>Genitourinary infections</b>	<b>28</b>	<b>1</b>
Acute pyelitis and cystitis	10	1
Urethritis with gonorrhea or cystitis	8	1
Pyelonephritis	4	1
Salpingitis	5	1
Pelvic inflammation with endometriosis	1	1
<b>Miscellaneous</b>	<b>42</b>	<b>1</b>
(adenitis, enteritis, enterocolitis, subacute bacterial endocarditis, fever, hematoma, staphylococcus carriers, osteomyelitis, tenosynovitis, septic arthritis, acute bursitis, peri-arthritis)		

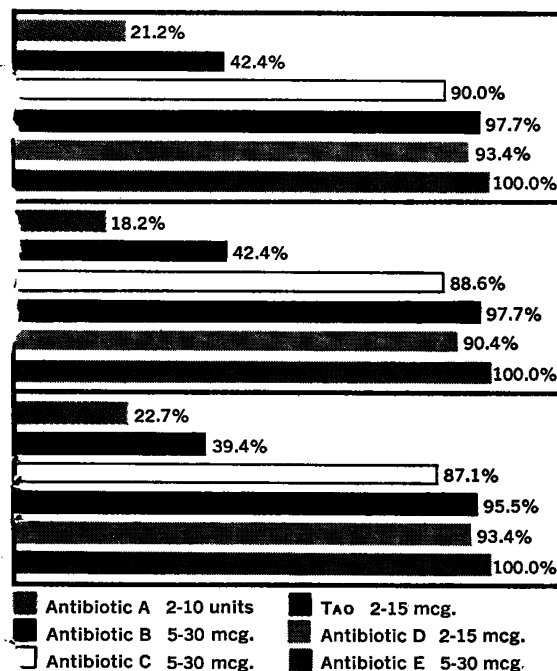


## in the laboratory:



**over 90% effective  
against resistant staph**

**COMPARATIVE TESTS BY THREE METHODS  
(DISC, TUBE DILUTION, CYLINDER PLATE)  
ON 130 STAPHYLOCOCCI\***



\*Percentage of organisms inhibited by the range of concentrations listed for each antibiotic.

### Other Tao advantages:

**Rapidly absorbed**—stable in gastric acid; TAO needs no retarding protective coating.

**Low in toxicity**—freedom from side effects in 96% of patients treated; cessation of therapy is rarely required.

**Highly palatable**—"practically tasteless"—active ingredient in a pleasant cherry-flavored medium.

**Dosage and Administration:** Dosage varies according to the severity of the infection. For adults, the average dose is 250 mg. q.i.d.; to 500 mg. q.i.d. in more severe infections. For children 8 months to 8 years, a daily dose of approximately 30 mg./Kg. body weight in divided doses has been found effective. Since TAO is therapeutically stable in gastric acid, it may be administered without regard to meals.

**Supplied:** TAO Capsules—250 mg. and 125 mg., bottles of 60. TAO for Oral Suspension—1.5 Gm., 125 mg. per teaspoonful (5 cc.) when reconstituted; unusually palatable cherry flavor; 2 oz. bottle.

**References:** 1. Koch, R., and Asay, L. D., J. Pediat., in press. 2. Leming, B. H., Jr., et al.: Paper presented at the Symposium on Antibiotics, Washington, D. C., Oct. 15-17, 1958. 3. Mellman, et al.: Paper presented at the Symposium on Antibiotics, Washington, D. C., Oct. 15-17, 1958. 4. Olansky, S., and McCormick, G. E., Jr.: Paper presented at the Symposium on Antibiotics, Washington, D. C., Oct. 15-17, 1958. 5. Shubin, H., et al.: Antibiotics Annual 1957-1958, New York, N. Y., Medical Encyclopedia, Inc., 1958, p. 679. 6. Isenberg, H., and Karelitz, S.: Paper presented at the Symposium on Antibiotics, Washington, D. C., Oct. 15-17, 1958. 7. Wennersten, J. R.: Antibiotic Med. & Clin. Therapy 5:527 (Aug.) 1958. 8. Kaplan, M. A., and Goldin, M.: Paper presented at the Symposium on Antibiotics, Washington, D. C., Oct. 15-17, 1958. 9. Truant, J. P.: Paper presented at the Symposium on Antibiotics, Washington, D. C., Oct. 15-17, 1958.

### Tao dosage forms— for specific clinical situations

#### Tao Pediatric Drops

For children—flavorful, easy to administer.

Supplied: When reconstituted, 100 mg. per cc. Special calibrated droppers—5 drops (approx. 25 mg.) and 10 drops (approx. 50 mg.). 10 cc. bottle.

#### Tao Tablets and Oral Suspension (Tao-T)

To eradicate pain and physical discomfort in respiratory disorders.

Supplied: In bottles of 30 capsules.

#### Tao-TAO (Tao Triacetyloleandomycin)

For dual control of Gram-positive and Gram-negative infections.

Supplied: Tablets, bottles of 30. Oral Suspension, bottles of 40 cc.

#### Intramuscular or Intravenous

For direct dosage in clinical emergencies.

Supplied: In 10 cc. vials.

Manufactured by



New York, N. Y.  
Division of Searle, Inc.

TAOMID: Each tablet contains Tao Triacetyloleandomycin 75 mg., Sulfadiazine 111 mg., Sulfamerazine 111 mg., Sulfamethazine 111 mg. Each tsp. (5 cc.) contains Tao Triacetyloleandomycin 125 mg., Sulfadiazine 167 mg., Sulfamerazine 167 mg., Sulfamethazine 167 mg.

TAO-AC: Each capsule contains Tao Triacetyloleandomycin 125 mg., Phenacetin 120 mg., Caffeine 30 mg., Salicylamide 150 mg., Buclizine Hydrochloride 15 mg.

# Betadine®

BRAND OF POVIDONE-IODINE

UNSURPASSED BROAD-RANGE  
GERMICIDAL SPRAY

## ...confirmed in 100 surgical "prepping" procedures<sup>1</sup>

"The area was wiped dry (after the usual shave, wash, etc.) and povidone-iodine [BETADINE] sprayed over an adequate surface. Bacteriological cultures taken from the sites before and after operation indicated that all pathogens were eliminated by this procedure, the only remaining organisms being saprophytes and diptheroids."

## ...confirmed in 200 emergency suture cases<sup>1</sup>

"The wounds were cleansed of all foreign material, debrided and sprayed with povidone-iodine [BETADINE] prior to suture... All wounds healed *per primam* without side reactions or evidence of local irritation."

TOPICALLY APPLIED

## Betadine



pathogenic bacteria  
viruses  
fungi  
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yeasts

- *prolonged release of effective germicidal action*  
...will not lead to the development of resistant strains
- *unique film-forming property protects against invading pathogens...effective against Staph. aureus and other organisms resistant to topical antibiotics*
- *virtually non-irritating to skin and mucosa*

1. Garnes, A. L.; Davidson, E.; Taylor, L. E.; Felix, A. J.; Shidlovsky, B. A., and Prigot, A.: Clinical Evaluation of Povidone-Iodine Aerosol Spray in Surgical Practice, *Am. J. Surg.*, 97:49 1959.

Available: BETADINE Aerosol in 3-oz. bottles.

BETADINE Antiseptic Solution in 8 and 16-oz. bottles.

More detailed information upon request.



TAILBY-NASON COMPANY, INC. DOVER, DELAWARE

established in 1905

# Fostex<sup>®</sup> treats their ● ● ● ● ● acne ● while they wash



degreases the skin    helps remove blackheads    dries and peels the skin

...and this is how it works

Fostex provides essential actions necessary in treating acne. It washes off excess oil. It unblocks pores penetrating and softening blackheads. It dries and peels the skin, removing papule coverings, thus promoting drainage of sebaceous glands.

Fostex contains Sebulytic<sup>®</sup>,\* a combination of active wetting agents with remarkable antisepic, keratolytic and antibacterial actions...enhanced by sulfur 2%, salicylic acid 2%, hexachlorophene.

\*sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate and sodium dioctyl sulfosuccinate.

Your patients will like Fostex because it is so simple to use. They simply wash acne skin 2 to 4 times a day with Fostex, instead of using soap.



FOSTEX CREAM

... in 4.5 oz. jars. For therapeutic washing in the initial phase of oily acne treatment.

Write for samples.



FOSTEX CAKE

... in bar form. For therapeutic washing to keep the skin dry and free of blackheads during maintenance therapy. Also used in relatively less oily acne.

WESTWOOD PHARMACEUTICALS

Buffalo 13, New York



# Asthma

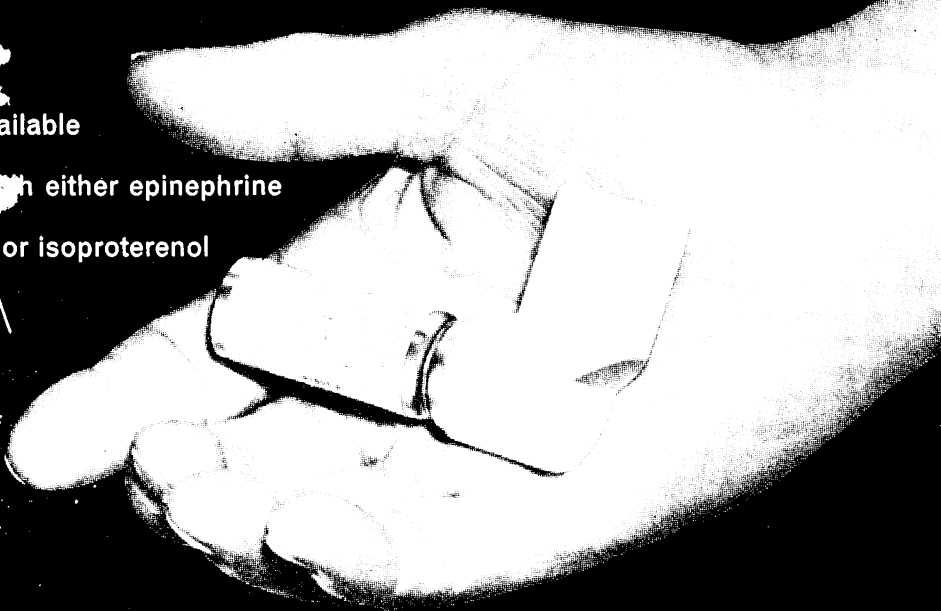
**The Most Important  
Word to Remember...**

## Medihaler

automatically measured-dose aerosol medications  
Nonbreakable • Shatterproof • Spillproof • Leakproof

Available

in either epinephrine  
or isoproterenol



### Medihaler-EPI

Epinephrine bitartrate, 7.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each measured dose contains 0.15 mg. epinephrine.

### Medihaler-ISO

Isoproterenol sulfate, 2.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each measured dose contains 0.06 mg. isoproterenol.



NOTABLY SAFE AND  
EFFECTIVE FOR CHILDREN, TOO



NORTHRIDGE,  
CALIFORNIA

Modify or Prevent Measles  
reduce the hazard of complications

## Polio IMMUNE GLOBULIN

Cutter gamma globulin (human)

**MODIFIES**—permits a mild attack followed by natural immunity

**PREVENTS**—confers passive immunity for about 3 to 4 weeks

**CONCENTRATED**—2 cc. is equivalent to 40 cc. normal immune serum derived from adult venous blood

Also recommended for prevention of infectious hepatitis, passive immunity against paralytic poliomyelitis, may be useful for passive immunity against maternal rubella, and as an adjunct to antibiotic therapy. May be beneficial for oral herpetiform lesions.\*

Available in 2 cc. and 10 cc. vials

\*Council on Drugs: J.A.M.A. 168:183 (Sept. 13) 1958.



Other fine Cutter Human Blood Fraction Products  
Albumin (serum albumin), Hyparotin® (mumps immune globulin),  
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